



YOUR RETARGETING ADS “CHEAT SHEET”

WHAT IS RETARGETING?

- Retargeting, a/k/a remarketing, is a form of online advertising that can help you keep your brand in front of leads after they leave your website. For most websites, only 2% of web traffic converts on the first visit. Retargeting is a tool designed to help companies reach the 98% of users who don't convert right away.

3 WAYS TO IMPLEMENT TODAY

1. Place your Google remarketing or Facebook tracking pixel on your site. Consult your website provider, but the scripts are lightweight and allow you to do more.
2. Select 3 content pieces to serve as retargeting pieces to inform, educate and attract potential clients.
3. Accelerate your pipeline by increasing spend within a highly targeted audience of consumers that have already expressed signals of interest.

Where to start: Get your Facebook tracking pixel [here](#) and get steps for your site provider to follow and implement.

THE BENEFITS

- Increase the brand awareness within your audience.
- Increase the likelihood of conversation later on in the customer journey by making sure they only think of **you**.
- Decrease the overall cost per engagement in your paid campaigns because you're positioned to take advantage of people who have already qualified themselves.
- Position yourself as a clear leader by increasing the frequency in which your target audience sees you.

If you learned from this sheet or have more questions, please reach out to training@getbuyside.com or visit our Help Center at www.support.getbuyside.com!