

Retargeting Beyond Facebook and Google:

Surprisingly Simple Strategies
to Boost Your Ad Retargeting



PERFECT AUDIENCE

Facebook and Google's ad platforms are two of the easiest ways for your brand to reach a vast global audience—Facebook alone has more than 2.6 billion monthly active users. And today's ad rates are lower than they've been in years, making it a no-brainer to invest in social advertising and retargeting. But as simple as it may be to install a tracking pixel and hit the retargeting button, it's not always the best or most cost-effective solution.

With Facebook, you can reach roughly $\frac{1}{3}$ of your potential global audience. With Google, you can reach another third. But how do you reach the other third? And how do you go beyond basic functionality to develop powerful retargeting sequences that will help you regain lost leads and convert more prospects with a lower CPA?

In this ebook, we'll take a look at some more advanced strategies for retargeting.



What is retargeting?

The premise of retargeting is encouraging audience members who've previously visited your website or engaged with your content (including email or social media marketing) to return to a landing page in response to a targeted offer or promotion.

What can you expect to spend on your retargeting campaign? The good news is that you'll likely pay much less than you might have in the past. Data shows that CPC averages for March 2020 have decreased by 27% compared to the previous year, due to the economic impact of COVID-19. Average spend has [gone down from \\$0.99 to \\$0.72 per click](#). That makes this an opportune time to focus heavily on retargeting as a way to engage with your audience.

Facebook and Google are the biggest platforms for delivering ads to your audience. However, while they offer many advanced features for more granular control over your audience targeting, such options aren't always intuitive to

understand. By trying to work directly with Google and Facebook's marketing tools, you may find yourself struggling to learn advanced technologies, and end up throwing away marketing dollars on trial-and-error as a result. Neither platform is geared exclusively towards retargeting—it's one of a suite of advertising services, so the support and training you'll find may not provide the resources you need to succeed.

Doing things based on each platform's best practices isn't necessarily the best strategy for your unique business—businesses that are investing in retargeting need a strategic and highly personalized approach that will help them maximize the impact of every ad campaign. Here are some strategies for helping you achieve your goals through retargeting.

Build brand awareness

Knowing that only a fraction of audience members will re-engage, it's important to build as broad of a pool of qualified targets as possible. To that regard, if you don't have a high volume of traffic already, you'll want to begin with an awareness-based campaign. By aiming broadly, you can attract people to your site for the first time and track what they click so you'll be able to retarget them based on behavioral data. Consider focusing on "top of funnel" awareness-building ads for at least 30 days, using broad demographic segmentation to attract relevant prospects to your website.

The goal here is to get them to explore your offerings, not to make a purchase, so focus on ad creative that introduces prospects to your brand in a fun and compelling way.

The goal here is to get them to explore your offerings, not to make a purchase, so focus on ad creative that introduces prospects to your brand in a fun and compelling way. Make sure that you have a tracking pixel on every page of your site, so that you can segment each visitor based on their on-site behavior. You should also include a tracking pixel in your email marketing newsletters, so that you'll be able to track the actions of existing prospects and tie them to your CRM data.



Understand your retargeting options

Facebook and Google are essential platforms for retargeting—but brands can benefit by taking a more holistic approach.

Once you have a broad enough audience pool to draw from, it's time to begin retargeting your users—ideally, segmenting them into user groups based on actions they've taken on your website and displaying creative that aligns to their behavior.

Google and Facebook make it as easy as possible to get started with retargeting. The barrier to entry is low: All you need to do is install the tracking pixel, hit the retargeting button, and choose a goal. The problem is, the platforms make it so easy to get started with retargeting that you're rarely going to draw in the right audiences or optimize your cost-per-acquisition by following their simple steps. In order to maximize the impact of your retargeting campaign, you'll need to try more advanced techniques that are tricky to implement without customized support.

Facebook and Google are essential platforms for retargeting—but brands can benefit by taking a more holistic approach.

Retargeting beyond Facebook and Google

While Facebook and Google are great places to start, using a multichannel advertising platform will provide you with more granular controls, improved customer support, and better insights—and let you tap into the other third of audiences who can't be targeted through Facebook or Google, including on niche web publishers, and your own email contact list or identified account-based contacts.

QUICK TIP

Many times the hard-to-reach audiences that cannot be reached by Facebook or Google may be your best-performing audiences. Why? Because they are specialized audiences and don't have the same competition as easy-to-reach audiences.

By using programmatic advertising on a multichannel advertising platform, you can set a total budget and your platform will work to optimize your bids to get the lowest price per click across every platform. By including smaller advertisers, you may be able to substantially lower your CPC for reaching your target audience across the web.

Here are a few strategies to keep in mind when remarketing on a multichannel platform:

Focus on deep user segmentation based on past behavior

Don't show the same ad to everyone in your retargeting audience. You have access to data from multiple platforms about your users' behavior, so it's important to make the most of it by using your knowledge to develop highly targeted, specific messaging designed to meet the buyer where they are.

Start by dividing prospects into "top," "middle," and "bottom" of funnel, based on how frequently they've engaged with your content. If they've only been to your homepage once, they're still in the top of the funnel and not ready to buy; if they've looked at several internal pages, they're in the middle of the funnel and considering a purchase; and if they've been to your product pages—or even added an item to a shopping cart and then abandoned it—they're in the bottom of the funnel, and should be responsive to more direct sales-focused messaging.

Choose a retargeting option specific to prospects who've taken specific actions with your brand, including customers who've viewed a specific item; customers who've put an item in their shopping cart and then abandoned it; and customers who've made a previous purchase. By incorporating customers who are already on your email marketing list, you can even customize your ads based on what links they clicked on within your message.

Developing highly personalized messaging for each segment will help you convince your prospects to convert. By using a multichannel advertising platform

to manage the process, you'll be able to tackle the often tedious process of building variations into your ad creative in just minutes.

Create custom audiences

In addition to targeting users who've visited *your* site, it's valuable to make the most of advertising platforms' opportunities to target other user types. Two of the most common options are to add a custom audience, which fits very narrow demographic data, or build a lookalike audience, which draws from data about other websites on the advertising network to target their customers and web visitors. Such options are powerful tools for honing in on your audience, but they may be too complicated for new users to understand if you're trying to implement them alone directly on multiple ad platforms.

However, a multichannel advertising partner can provide a seamless support experience to help you navigate the process of segmenting custom and lookalike audiences.

Set up exclusions

You want to reach the broadest possible network of qualified prospects—but without implementing dynamic targeting criteria, you'll likely be spending too much advertising to people who have already bought your products. In standard retargeting programs, it's difficult to remove audience members who have already completed a desired action, and you'll end up wasting money trying to convert existing customers. While it *can* be beneficial to remarket to existing customers, you need to carefully segment these customers so that you can upsell or cross-sell new offers, rather than pro-

moting products they've already purchased.

A platform solution simplifies the process of reviewing performance on a segment by segment basis, so that you can understand which segments are no longer relevant to your current marketing campaign (i.e., they've already bought the product), and even identify prospect types that are underperforming and are unlikely to make a purchase. You can even drill down to exclude audiences from specific websites if you know that audiences from those sites don't tend to convert.

Manage your brand reputation

One potential problem when retargeting on Facebook or Google is that you have no way to pre-vet the sites where your ads will appear. Your ads may inadvertently appear on sites that promote hate speech or controversial opinions that don't align with your brand values. In some cases, this can lead to a backlash or even a consumer boycott of your products: A CivicScience study found that **22 percent of consumers** had boycotted a brand because of where they spent their advertising dollars.

Pay attention to your brand reputation. CivicScience study found that **22 percent of consumers** had boycotted a brand because of where they spent their advertising dollars.

By setting up a "blacklist" of sites where you don't want your ads to appear in your retargeting platform, you can help to maintain the safety of your brand. Beyond that, platforms like Perfect Audience allow you to view a list of every site where your ads have appeared, so you can approve or block them one by one to make sure that they don't appear on those sites again.

Retarget your partners' audiences

You'll also be able to use the platform's data to retarget your partner sites' prospects, even if they haven't visited your website before. Using a multichannel platform is a key differentiator here—if you're only using Facebook ads, you'll only be able to retarget their Facebook audience, but by using a more holistic solution, you'll be able to reach their prospects all over the web.

CASE STUDY

Perfect Audience retargeting beats standalone Google and Facebook advertising

Krystal Klean, a business focused on pressure washing and window cleaning, had started out small but grown to an 80 location corporation, and was trying to expand its corporate cleaning division.

The company had started out with Google ads, and then tested out Facebook, but their overall audience was too small to make the most of retargeting and was seeing minimal lift in conversions.

By moving to Perfect Audience to expand their audience reach, the company was able to implement a mix of broad prospecting ads to an audience of over 7 million in their target demographics, followed by segmented retargeting. Following this move, the company was able to develop highly segmented messaging for different types of audiences, based on their historical interactions with the brand or other behavioral or demographic characteristics.

Krystal Klean is still running retargeting ads on Facebook and Google as controls, alongside their Perfect Audience ad targeting on Facebook, and the data speaks for itself. While both the Facebook and Google standalone ads have seen click-through rates below 1%, the ads on Perfect Audience have seen click-through rates above 2%. Using the Perfect Audience platform, the company is able to access specialized account management support to identify the most likely prospects across the internet and provide them with customized, sequenced ad messaging that's attuned to the type of buyer they are and where they are in the buying cycle. By being strategic with their retargeting campaigns, they've been able to more than double their return on the same ad spend.

Conclusion

The business landscape has changed dramatically in 2020, and it's essential for businesses that want to thrive in the new economy to focus on being agile and wise with their ad spending. By being strategic with prospecting and retargeting, advertisers can tap into hidden audiences that will help them lower their cost-per-acquisition and increase their click and conversion rates.

Don't settle for trial-and-error with Facebook and Google ads—instead, focus on building a holistic solution for ad retargeting with a multichannel retargeting platform.

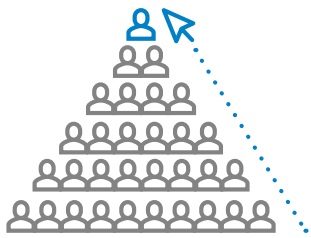
Don't settle for trial-and-error with Facebook and Google ads—instead, focus on building a holistic solution for ad retargeting with a multichannel retargeting platform. By getting specialized support to help you onboard and optimize your ads, you'll be able to work efficiently to bring in new qualified leads and increase sales. If you want to target the right opportunities and convert more of your lost leads, use a solution that helps you optimize for success across all platforms.

**Get
a free
advertising analysis
and up to \$5,000 in
matching ad credit when
you join the Perfect
Audience Artificial
Intelligence Lab**

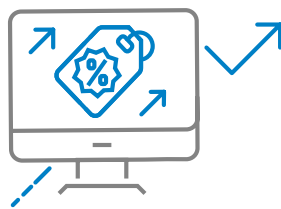
WWW.PERFECTAUDIENCE.COM/MATCH



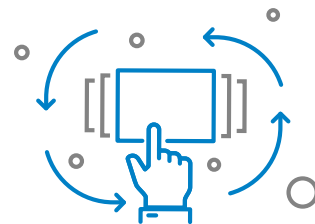
Numbers you should know



Just **2%** of website visitors convert on first visit



People who view retargeted ads are **70%** more likely to convert



The average click-through-rate for a retargeted ad is **10x** higher than a display ad



Build awareness

- Target **new** prospects with display ads
- Broad targeting with demographic matches and lookalike audiences



Consideration & evaluation

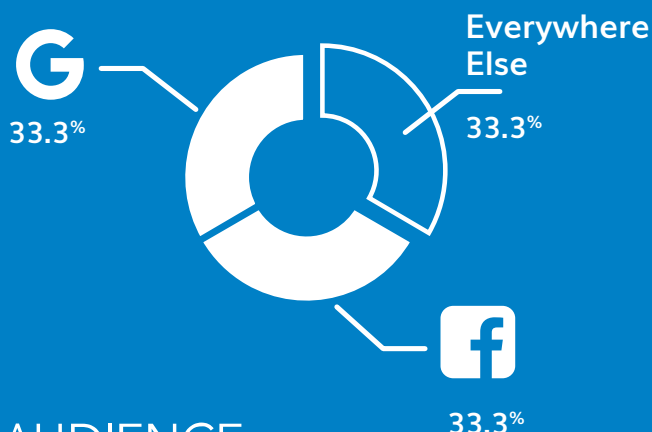
- Target **existing** prospects with retargeting
- People who've clicked on ads
- Email subscribers



Conversion

- Target **existing** prospects with retargeting
- People who've viewed product pages
- People who've abandoned shopping carts

Where is your audience?



PERFECT AUDIENCE