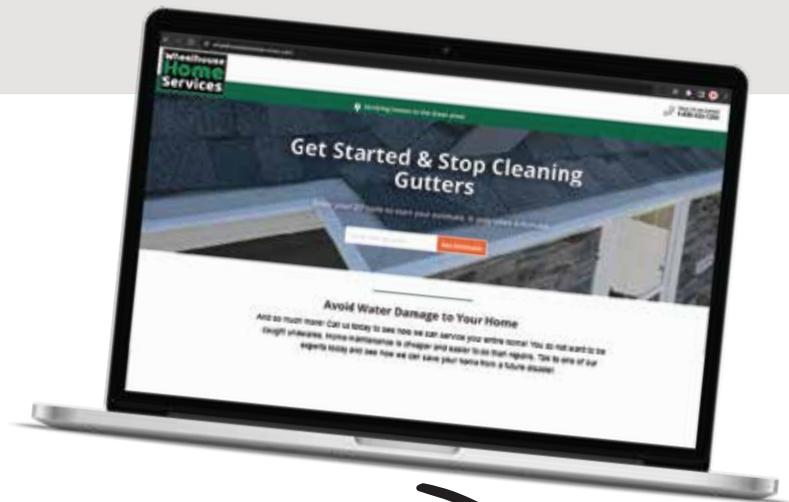


Website Retargeting



Challenge:

People visit your site, but do not convert

Solution:

Website Retargeting captures anonymous website traffic and identifies the visitor's name and address

Features:

- By adding a pixel to your website, we match visitor device IDs, MAIDS, cookies and IP addresses to physical addresses
- We define who gets identified based on a comprehensive set of business rules including observable behaviors (length of time on a page, buttons clicked, videos viewed, pages visited, etc), offline suppressions, 30-day rolling de-dupe and much more
- We license some of the largest, most respected ID graphs and stitch them together for the best possible data with the highest possible match rate
- After visiting your site, qualified audiences are sent direct mail, email, display, social and/or CTV ads to the household at defined intervals



Benefits:

- Captures unique IDs for 40-50% of the anonymous visitors to your website
- Keeps your brand in front of the consumer
- Capitalizes on your best prospect – people who are already interested in your product offering

Results:

- Average response rate of 5.6%
- Average conversion rate of 2%
- Average ROI of 1,268%

Questions?

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Our Solution

Smart Technology:

We define who gets identified based on a comprehensive set of business rules including observable behaviors (length of time on a page, buttons clicked, videos viewed, pages visited, etc), offline suppressions, 30-day rolling de-dupe and more.

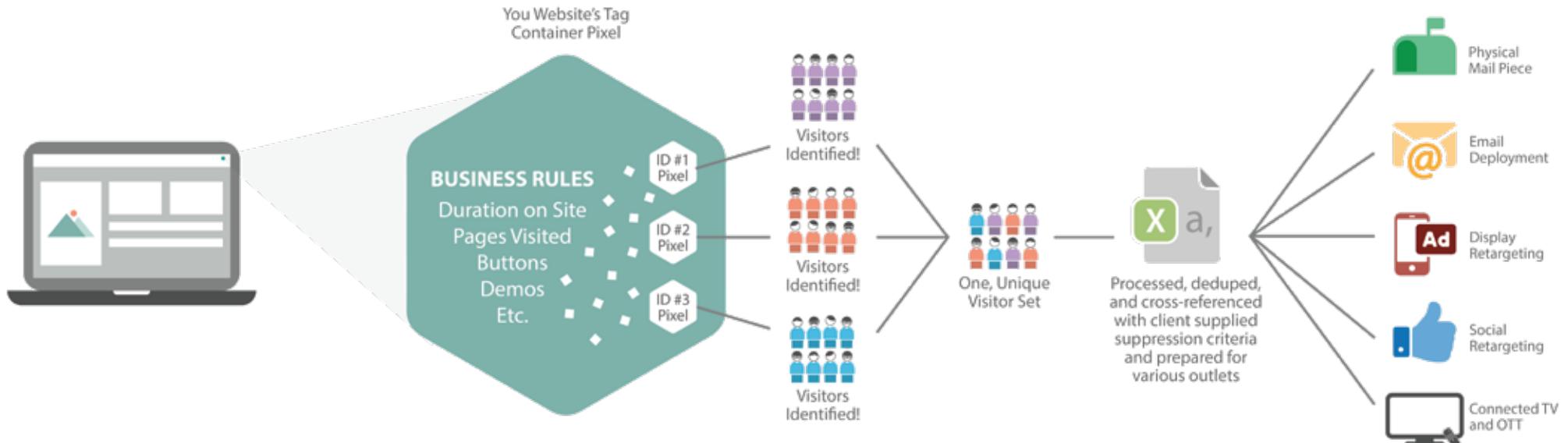
Stitched ID Graph:

An identity graph provides a single, unified view of customers and prospects based on their interactions with a product or website across a set of devices and identifiers. An identity graph is used for real-time personalization and advertising targeting for millions of users.* We license some of the largest, most respected ID graphs and stitch them together for the best possible data with the highest possible match rate.

** <https://aws.amazon.com/neptune/identity-graphs-on-aws/>*

Channel Agnostic:

We push known data to direct mail, email, display, social, connected TV and more.



Questions?

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