

United States Patent and Trademark Office (USPTO)
Office Action (Official Letter) About Applicant's Trademark Application

U.S. Application Serial No. 79287551

Mark: RETARGETING

Correspondence Address:

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Applicant: RETARGETING BIZ SRL

Reference/Docket No. N/A

Correspondence Email Address:

NONFINAL OFFICE ACTION

International Registration No. 1535835

Notice of Provisional Full Refusal

Deadline for responding. The USPTO must receive applicant's response **within six months of the "date on which the notification was sent to WIPO (mailing date)"** located on the WIPO cover letter, or the U.S. application will be abandoned. To confirm the mailing date, go to the USPTO's Trademark Status and Document Retrieval (TSDR) database, select "US Serial, Registration, or Reference No.," enter the U.S. application serial number in the blank text box, and click on "Documents." The mailing date used to calculate the response deadline is the "Create/Mail Date" of the "1st Refusal Note."

Respond to this Office action using the USPTO's Trademark Electronic Application System (TEAS). A link to the appropriate TEAS response form appears at the end of this Office action.

Discussion of provisional full refusal. This is a provisional full refusal of the request for extension of protection to the United States of the international registration, known in the United States as a U.S. application based on Trademark Act Section 66(a). *See* 15 U.S.C. §§1141f(a), 1141h(c).

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issue(s) below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

SUMMARY OF ISSUES:

- Section 2(d) Refusal – Likelihood of Confusion
- Section 2(e)(1) Refusal – Merely Descriptive
- U.S. Counsel Requirement

SECTION 2(d) REFUSAL – LIKELIHOOD OF CONFUSION

Registration of the applied-for mark is refused because of a likelihood of confusion with the mark in U.S. Registration No. 4690085. Trademark Act Section 2(d), 15 U.S.C. §1052(d); *see* TMEP §§1207.01 *et seq.* See the attached registration.

Applicant's mark is:

- RETARGETING for Advertising services; marketing services; on-line advertising and marketing services; Internet marketing services" in International Class 35

Registrant's mark is:

- RETARGETING ADS for in relevant part Website analytic services, namely, marketing services, namely, conducting consumer tracking behavior research and consumer trend analysis; advertising and marketing services, namely, website user conversion analysis services whereby consumer purchasing information is used to target and optimize search engines and websites for targeting advertising to relevant consumers" in International Class 35

Trademark Act Section 2(d) bars registration of an applied-for mark that is so similar to a registered mark that it is likely consumers would be confused, mistaken, or deceived as to the commercial source of the goods and/or services of the parties. *See* 15 U.S.C. §1052(d). Likelihood of confusion is determined on a case-by-case basis by applying the factors set forth in *In re E. I. du Pont de Nemours & Co.*, 476 F.2d 1357, 1361, 177 USPQ 563, 567 (C.C.P.A. 1973) (called the "du Pont factors"). *In re i.am.symbolic, llc*, 866 F.3d 1315, 1322, 123 USPQ2d 1744, 1747 (Fed. Cir. 2017).

Any evidence of record related to those factors need be considered; however, “not all of the *DuPont* factors are relevant or of similar weight in every case.” *In re Guild Mortg. Co.*, 912 F.3d 1376, 1379, 129 USPQ2d 1160, 1162 (Fed. Cir. 2019) (quoting *In re Dixie Rests., Inc.*, 105 F.3d 1405, 1406, 41 USPQ2d 1531, 1533 (Fed. Cir. 1997)).

Although not all *du Pont* factors may be relevant, there are generally two key considerations in any likelihood of confusion analysis: (1) the similarities between the compared marks and (2) the relatedness of the compared goods and/or services. See *In re i.am.symbolic, llc*, 866 F.3d at 1322, 123 USPQ2d at 1747 (quoting *Herbko Int’l, Inc. v. Kappa Books, Inc.*, 308 F.3d 1156, 1164-65, 64 USPQ2d 1375, 1380 (Fed. Cir. 2002)); *Federated Foods, Inc. v. Fort Howard Paper Co.*, 544 F.2d 1098, 1103, 192 USPQ 24, 29 (C.C.P.A. 1976) (“The fundamental inquiry mandated by [Section] 2(d) goes to the cumulative effect of differences in the essential characteristics of the goods [or services] and differences in the marks.”); TMEP §1207.01.

Comparison of the Marks

Marks are compared in their entireties for similarities in appearance, sound, connotation, and commercial impression. *Stone Lion Capital Partners, LP v. Lion Capital LLP*, 746 F.3d 1317, 1321, 110 USPQ2d 1157, 1160 (Fed. Cir. 2014) (quoting *Palm Bay Imps., Inc. v. Veuve Clicquot Ponsardin Maison Fondee En 1772*, 396 F.3d 1369, 1371, 73 USPQ2d 1689, 1691 (Fed. Cir. 2005)); TMEP §1207.01(b)-(b)(v). “Similarity in any one of these elements may be sufficient to find the marks confusingly similar.” *In re Inn at St. John’s, LLC*, 126 USPQ2d 1742, 1746 (TTAB 2018) (citing *In re Davia*, 110 USPQ2d 1810, 1812 (TTAB 2014)), *aff’d per curiam*, 777 F. App’x 516, 2019 BL 343921 (Fed. Cir. 2019); TMEP §1207.01(b).

Applicant’s mark and the registrant’s mark are highly similar in appearance, sound and in commercial impression.

Both marks share the same first term RETARGETING. This is the sole term in applicant’s mark. Consumers are generally more inclined to focus on the first word, prefix, or syllable in any trademark or service mark. See *Palm Bay Imps., Inc. v. Veuve Clicquot Ponsardin Maison Fondee En 1772*, 396 F.3d 1369, 1372, 73 USPQ2d 1689, 1692 (Fed. Cir. 2005) (finding similarity between VEUE ROYALE and two VEUE CLICQUOT marks in part because “VEUVE . . . remains a ‘prominent feature’ as the first word in the mark and the first word to appear on the label”); *Century 21 Real Estate Corp. v. Century Life of Am.*, 970 F.2d 874, 876, 23 USPQ2d 1698, 1700 (Fed. Cir. 1992) (finding similarity between CENTURY 21 and CENTURY LIFE OF AMERICA in part because “consumers must first notice th[e] identical lead word”); see also *In re Detroit Athletic Co.*, 903 F.3d 1297, 1303, 128 USPQ2d 1047, 1049 (Fed. Cir. 2018) (finding “the identity of the marks’ two initial words is particularly significant because consumers typically notice those words first”).

Although applicant’s mark does not contain the entirety of the registered mark, applicant’s mark is likely to appear to prospective purchasers as a shortened form of registrant’s mark. See *In re Mighty Leaf Tea*, 601 F.3d 1342, 1348, 94 USPQ2d 1257, 1260 (Fed. Cir. 2010) (quoting *United States Shoe Corp.*, 229 USPQ 707, 709 (TTAB 1985)). Thus, merely omitting some of the wording from a registered mark may not overcome a likelihood of confusion. See *In re Mighty Leaf Tea*, 601 F.3d 1342, 94 USPQ2d 1257; *In re Optica Int’l*, 196 USPQ 775, 778 (TTAB 1977); TMEP §1207.01(b)(ii)-(iii). In this case, applicant’s mark does not create a distinct commercial impression from the registered mark because it contains some of the wording in the registered mark and does not add any wording that would distinguish it from that mark. Thus, applicant’s mark and the mark in the cited registration are confusingly similar.

Comparison of the Services

The services are compared to determine whether they are similar, commercially related, or travel in the same trade channels. See *Coach Servs., Inc. v. Triumph Learning LLC*, 668 F.3d 1356, 1369-71, 101 USPQ2d 1713, 1722-23 (Fed. Cir. 2012); *Herbko Int’l, Inc. v. Kappa Books, Inc.*, 308 F.3d 1156, 1165, 64 USPQ2d 1375, 1381 (Fed. Cir. 2002); TMEP §§1207.01, 1207.01(a)(vi).

The compared services need not be identical or even competitive to find a likelihood of confusion. See *On-line Careline Inc. v. Am. Online Inc.*, 229 F.3d 1080, 1086, 56 USPQ2d 1471, 1475 (Fed. Cir. 2000); *Recot, Inc. v. Becton*, 214 F.3d 1322, 1329, 54 USPQ2d 1894, 1898 (Fed. Cir. 2000); TMEP §1207.01(a)(i). They need only be “related in some manner and/or if the circumstances surrounding their marketing are such that they could give rise to the mistaken belief that [the goods and/or services] emanate from the same source.” *Coach Servs., Inc. v. Triumph Learning LLC*, 668 F.3d 1356, 1369, 101 USPQ2d 1713, 1722 (Fed. Cir. 2012) (quoting *7-Eleven Inc. v. Wechsler*, 83 USPQ2d 1715, 1724 (TTAB 2007)); TMEP §1207.01(a)(i).

Determining likelihood of confusion is based on the description of the goods and/or services stated in the application and registration at issue, not on extrinsic evidence of actual use. See *In re Detroit Athletic Co.*, 903 F.3d 1297, 1307, 128 USPQ2d 1047, 1052 (Fed. Cir. 2018) (citing *In re i.am.symbolic, llc*, 866 F.3d 1315, 1325, 123 USPQ2d 1744, 1749 (Fed. Cir. 2017)).

In this case, the application use(s) broad wording to describe “Advertising services; marketing services; on-line advertising and marketing services; Internet marketing services”; which presumably encompasses all services of the type described, including registrant’s more narrow “Website analytic services, namely, marketing services, namely, conducting consumer tracking behavior research and consumer trend analysis; advertising and marketing services, namely, website user conversion analysis services whereby consumer purchasing information is used to target and optimize search engines and websites for targeting advertising to relevant consumers”. See, e.g., *In re Solid State Design Inc.*, 125 USPQ2d 1409, 1412-15 (TTAB 2018); *Sw. Mgmt., Inc. v. Ocinomled, Ltd.*, 115 USPQ2d 1007, 1025 (TTAB 2015). Thus, applicant’s and registrant’s services are legally identical. See, e.g., *In re i.am.symbolic, llc*, 127 USPQ2d 1627, 1629 (TTAB 2018) (citing *Tuxedo Monopoly, Inc. v. Gen. Mills Fun Grp., Inc.*, 648 F.2d 1335, 1336, 209 USPQ 986, 988 (C.C.P.A. 1981); *Inter IKEA Sys. B.V. v. Akea, LLC*, 110 USPQ2d 1734, 1745 (TTAB 2014); *Baseball Am. Inc. v. Powerplay Sports Ltd.*, 71 USPQ2d 1844, 1847 n.9 (TTAB 2004)).

Additionally, the services of the parties have no restrictions as to nature, type, channels of trade, or classes of purchasers and are “presumed to travel in the same channels of trade to the same class of purchasers.” *In re Viterra Inc.*, 671 F.3d 1358, 1362, 101 USPQ2d 1905, 1908 (Fed. Cir. 2012) (quoting *Hewlett-Packard Co. v. Packard Press, Inc.*, 281 F.3d 1261, 1268, 62 USPQ2d 1001, 1005 (Fed. Cir. 2002)). Thus, applicant’s and

registrant's services are related.

In total, the marks create the same commercial impression and the evidence shows that the services are commercially related and likely to be encountered together in the marketplace by consumers. Upon encountering applicant's mark and the registered marks, consumers are likely to be confused and mistakenly believe that the respective services emanate from a common source. Therefore, registration must be refused based upon Trademark Act Section 2(d).

Although applicant's mark has been refused registration, applicant may respond to the refusal(s) by submitting evidence and arguments in support of registration.

Applicant should note the following additional ground for refusal.

SECTION 2(e)(1) REFUSAL - MERELY DESCRIPTIVE

Registration is refused because the applied-for mark merely describes a feature or characteristic of applicant's services. Trademark Act Section 2(e)(1), 15 U.S.C. §1052(e)(1); *see* TMEP §§1209.01(b), 1209.03 *et seq.*

A mark is merely descriptive if it describes an ingredient, quality, characteristic, function, feature, purpose, or use of an applicant's goods and/or services. TMEP §1209.01(b); *see, e.g., In re TriVita, Inc.*, 783 F.3d 872, 874, 114 USPQ2d 1574, 1575 (Fed. Cir. 2015) (quoting *In re Oppedahl & Larson LLP*, 373 F.3d 1171, 1173, 71 USPQ2d 1370, 1371 (Fed. Cir. 2004)); *In re Steelbuilding.com*, 415 F.3d 1293, 1297, 75 USPQ2d 1420, 1421 (Fed. Cir. 2005) (citing *Estate of P.D. Beckwith, Inc. v. Comm'r of Patents*, 252 U.S. 538, 543 (1920)).

A mark is merely descriptive if "it immediately conveys information concerning a feature, quality, or characteristic of [an applicant's] goods or services." *In re N.C. Lottery*, 866 F.3d 1363, 1367, 123 USPQ2d 1707, 1709 (Fed. Cir. 2017) (citing *In re Bayer Aktiengesellschaft*, 488 F.3d 960, 963, 82 USPQ2d 1828, 1831 (Fed. Cir. 2007)); TMEP §1209.01(b); *see DuoProSS Meditech Corp. v. Inviro Med. Devices, Ltd.*, 695 F.3d 1247, 1251, 103 USPQ2d 1753, 1755 (Fed. Cir. 2012) (quoting *In re Abcor Dev. Corp.*, 588 F.2d 811, 814, 200 USPQ 215, 218 (C.C.P.A. 1978)).

Here, applicant has applied to register the mark RETARGETING in connection with "Advertising services; marketing services; on-line advertising and marketing services; Internet marketing services".

The attached definitions and third party websites show that this wording refers to "a form of online advertising that can help you keep your brand in front of bounced traffic after they leave your website". In addition, the evidence shows that "retargeting allows you to keep your brand in front of your potential customers after they have left your website – persuading them to reconsider your offer when they need it." In connection with applicant's advertising and marketing services, consumers will immediately understand this wording to identify and describe a type of advertising and marketing strategy. Furthermore, in the advertising and marketing field, this wording appears to be a term of art and used to identify a tactic for various advertising and marketing campaigns. This wording merely describes a feature or characteristic of applicant's advertising and marketing services.

"A mark may be merely descriptive even if it does not describe the 'full scope and extent' of the applicant's goods or services." *In re Oppedahl & Larson LLP*, 373 F.3d 1171, 1173, 71 USPQ2d 1370, 1371 (Fed. Cir. 2004) (citing *In re Dial-A-Mattress Operating Corp.*, 240 F.3d 1341, 1346, 57 USPQ2d 1807, 1812 (Fed. Cir. 2001)); TMEP §1209.01(b). It is enough if a mark describes only one significant function, attribute, or property. *In re The Chamber of Commerce of the U.S.*, 675 F.3d 1297, 1300, 102 USPQ2d 1217, 1219 (Fed. Cir. 2012); TMEP §1209.01(b); *see In re Oppedahl & Larson LLP*, 373 F.3d at 1173, 71 USPQ2d at 1371.

Therefore, the mark RETARGETING, as applied to applicant's services, merely describes a feature or characteristic of applicant's services, namely. Accordingly, the proposed mark is merely descriptive, and registration is refused on the Principal Register under Trademark Act Section 2(e)(1).

Although applicant's mark has been refused registration, applicant may respond to the refusal(s) by submitting evidence and arguments in support of registration.

If applicant responds to the refusal(s), applicant must also respond to the requirement(s) set forth below.

U.S. COUNSEL REQUIREMENT

Applicant must be represented by a U.S.-licensed attorney at the USPTO to respond to or appeal the provisional refusal. An applicant whose domicile is located outside of the United States or its territories is foreign-domiciled and must be represented at the USPTO by an attorney who is an active member in good standing of the bar of the highest court of a U.S. state or territory. 37 C.F.R. §§2.11(a), 11.14; *Requirement of U.S.-Licensed Attorney for Foreign-Domiciled Trademark Applicants & Registrants*, Examination Guide 4-19, at I.A. (Rev. Sept. 2019). An individual applicant's domicile is the place a person resides and intends to be the person's principal home. 37 C.F.R. §2.2(o); Examination Guide 4-19, at I.A. A juristic entity's domicile is the principal place of business; i.e., headquarters, where a juristic entity applicant's senior executives or officers ordinarily direct and control the entity's activities. 37 C.F.R. §2.2(o); Examination Guide 4-19, at I.A. Because applicant is foreign-domiciled, applicant must appoint such a U.S.-licensed attorney qualified to practice under 37 C.F.R. §11.14 as its representative before the application may proceed to registration. 37 C.F.R. §2.11(a). See [Hiring a U.S.-licensed trademark attorney](#) for more information.

Only a U.S.-licensed attorney can take action on an application on behalf of a foreign-domiciled applicant. 37 C.F.R. §2.11(a). Accordingly, the USPTO will not communicate further with applicant about the application beyond this Office action or permit applicant to make future submissions in this application. And applicant is not authorized to make amendments to the application.

To appoint or designate a U.S.-licensed attorney. To appoint an attorney, applicant should submit a completed Trademark Electronic Application System (TEAS) Change Address or Representation form. The newly-appointed attorney must submit a TEAS Response to Examining Attorney Office Action form indicating that an appointment of attorney has been made and address all other refusals or requirements in this action, if any. Alternatively, if applicant retains an attorney before filing the response, the attorney can respond to this Office action by using the appropriate TEAS response form and provide his or her attorney information in the form and sign it as applicant's attorney. See 37 C.F.R. §2.17(b)(1)(ii).

RESPONSE GUIDELINES

Response guidelines. For this application to proceed, applicant must explicitly address each refusal and/or requirement in this Office action. For a refusal, applicant may provide written arguments and evidence against the refusal, and may have other response options if specified above. For a requirement, applicant should set forth the changes or statements. Please see "Responding to Office Actions" and the informational video "Response to Office Action" for more information and tips on responding.

How to respond. Click to file a response to this nonfinal Office action.

/Krystina Osgood/
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RESPONSE GUIDANCE

- **Missing the response deadline to this letter will cause the application to abandon.** A response or notice of appeal must be received by the USPTO before **midnight Eastern Time** of the last day of the response period. TEAS and ESTTAmaintenance or unforeseen circumstances could affect an applicant's ability to timely respond.
- **Responses signed by an unauthorized party** are not accepted and can **cause the application to abandon**. If applicant does not have an attorney, the response must be signed by the individual applicant, all joint applicants, or someone with legal authority to bind a juristic applicant. If applicant has an attorney, the response must be signed by the attorney.
- If needed, **find contact information for the supervisor** of the office or unit listed in the signature block.

DESIGN MARK

Serial Number

86032527

Status

REGISTERED

Word Mark

RETARGETING ADS

Standard Character Mark

Yes

Registration Number

4690085

Date Registered

2015/02/17

Type of Mark

SERVICE MARK

Register

SUPPLEMENTAL

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Owner

MADWIRE, LLC LIMITED LIABILITY COMPANY COLORADO 3420 E. HARMONY RD.
FORT COLLINS COLORADO 80528

Goods/Services

Class Status -- ACTIVE. IC 035. US 100 101 102. G & S: Website analytic services, namely, marketing services, namely, conducting consumer tracking behavior research and consumer trend analysis; advertising and marketing services, namely, website user conversion analysis services whereby consumer purchasing information is used to target and optimize search engines and websites for targeting advertising to relevant consumers. First Use: 2012/04/01. First Use In Commerce: 2012/04/01.

Goods/Services

Class Status -- ACTIVE. IC 042. US 100 101. G & S: Website design services. First Use: 2012/04/01. First Use In Commerce: 2012/04/01.

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ADS" APART FROM THE MARK AS SHOWN.

Print: Jun 25, 2020

86032527

Filing Date

2013/08/08

Amended Register Date

2014/12/16

Examining Attorney

MURRAY, DAVID

Attorney of Record

Brian Kelly

RETARGETING ADS

Collins

[Dictionary](#)[Thesaurus](#)[Translator](#)[Grammar](#)**SAMSUNG**

Make your mark.
S Pen included.

Galaxy Tab S6 Lite

SAMSUNG
Galaxy Tab S6 Lite**Make your mark.**

S Pen included.



image simulated.

English retarget

retarget

Example sentences

Definition of 'retarget'**retarget****in British English**

(.ri.'tɑ:ɡɪt)

VERB (transitive)to target again or differently

Collins English Dictionary. Copyright © HarperCollins Publishers

You may also like**Quick Word Challenge**

Question: 1 - Score: 0 / 5

long-term goal or winning goal?

Drag the correct answer into the box.

long-term goal

winning goal

This needs to be approached in a realistic manner.

NEXT





retarget

in American English

(ri'tɑ:rgɪt)

TRANSITIVE VERB

1. to aim toward or calibrate for a different target
to retarget missiles
2. to change the goal, completion date, recipient, etc., of
We've retargeted the completion of the job



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Word origin

[1965–70; RE- + TARGET]

This word is first recorded in the period 1965–70. Other words that entered English at around the same time include: *Coriolis effect*, *T cell*, *hired gun*, *isometric exercise*, *wraparound*

re- is a prefix, occurring originally in loanwords from Latin, used with the meaning “again” or “again and again” to indicate repetition, or with the meaning “back” or “backward” to indicate withdrawal or backward motion. Other

The Strongest Muscle Builders

Recommended by Hollywood Movie Studios and Magazines Such As Mens Health and Mens Fitness

Open

words that use the affix **re-** include: *refurbish, regenerate, retrace, retype, revert*

Examples of 'retarget' in a sentence

retarget

These examples have been automatically selected and may contain sensitive content. [Read more...](#)

Functional incorporation of highly specific targeting molecules into the viral capsid can potentially retarget adenoviral infection.

ELISABETH A VAN ERP, LYUDMILA N K...

Tombusviruses depend on subversions of multiple host factors and retarget cellular pathways to support viral replication.

ZHIKE FENG, KAI XU, NIKOLAY KOVAL...



Nearby words of

retarget

retarded
ignition



retarded ignition
retarder
retardment
retarget
retaste
retax
retch

All ENGLISH words that begin with 'R'

Source

Definition of **retarget** from the [Collins English Dictionary](#)

New from Collins



Quick Word Challenge

Question: 1 - Score: 0 / 5

earn or urn?

Which version is correct?

Companies must **earn** a reputation for honesty.

Companies must **urn** a reputation for honesty.

NFXT

Jun 25, 2020

Word of the day

fumetto

a speech balloon in a comic or cartoon

SEE FULL DEFINITION



This page in

English

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What is ReTargeting and How Does it Work?

Retargeting, also known as remarketing, is a form of online advertising that can help you keep your brand in front of bounced traffic 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.

How Does ReTargeting Work?

Retargeting is a cookie-based technology that uses simple Javascript code to anonymously 'follow' your audience all over the Web.

Here's how it works: you place a small, unobtrusive piece of code on your website (this code is sometimes referred to as a pixel). The code, or pixel, is unnoticeable to your site visitors and won't affect your site's performance. Every time a new visitor comes to your

Get Started

Email *

Name *

First Name

Last Name

FIRST

LAST

Phone *

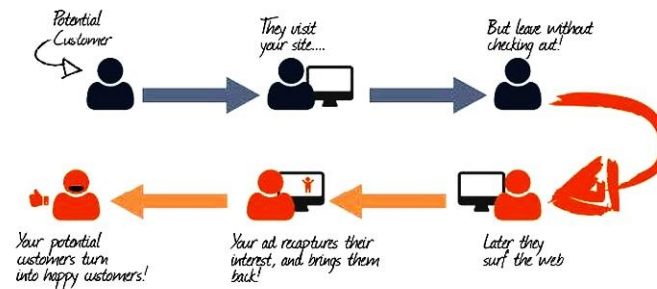
Business Type

Agency



How can we help?

site, the code drops an anonymous browser cookie. Later, when your cookie visitors browse the Web, the cookie will let your retargeting provider know when to serve ads, ensuring that your ads are served to only to people who have previously visited your site



Retargeting is so effective because it focuses your advertising spend on people who are already familiar with your brand and have recently demonstrated interest. That's why most marketers who use it see a higher ROI than from most other digital channels.

When Does ReTargeting Work?

Retargeting is a powerful branding and conversion optimization tool, but it works best if it's part of a larger digital strategy.

Retargeting works best in conjunction with inbound and outbound marketing or demand generation. Strategies involving content marketing, AdWords, and targeted display are great for driving traffic, but they don't help with conversion optimization. Conversely, retargeting can help increase conversions, but it can't drive people to your site. Your best

How can we help?

CAPTCHA

☐ I'm not a robot

Submit

Case Study – Watters

Watters

Watters is the brainchild of designer Vatana Watters. For over 30 years, it has been the leader in offering luxurious designer bridal gowns, innovative bridesmaids dresses, classic special occasion dresses for mothers of the wedding, and adorable dresses for flower girls and junior bridesmaids.

Retargeting can help increase conversions, but it can't bring people to your site. Your best chance of success is using one or more tools to drive traffic and retargeting to get the most out of that traffic.

Interested in getting started? [Contact us](#).

Want to learn more? Check out these additional resources:

For a more detailed introduction to how retargeting works, read [A Brief Introduction to Retargeting](#).

When it comes to choosing a retargeting provider, it's not always obvious which service model is right for you. To help you decide, read [Should You Go With a Self-Serve Retargeter?](#)

Not all retargeting campaigns are created equal. Avoid the top pitfalls by reading [7 Deadly Sins of Retargeting](#).

And don't forget to [check out our blog](#) section on retargeting for new updates.

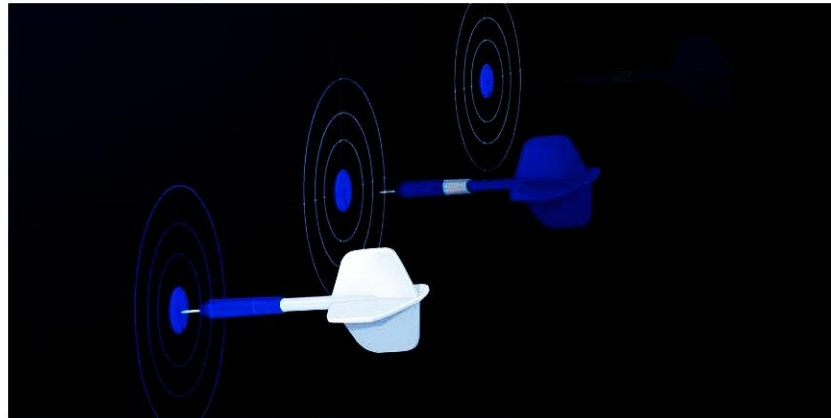
bridesmaids around the world. Selling primarily at trunk shows and in third-party [...]

[Read more](#)

ReTargeter Volunteers at Alameda Point Collaborative
BY HAIG NEWTON

Retargeting 101: Everything You Need to Get Started and Achieve Greater ROI

Last updated on June 16, 2020 by [Fahad Muhammad](#) in [Conversion Optimization](#), [Lead Generation](#)



For marketers, there may be no [scarier statistic than this](#):

96% of visitors that come to your website are not ready to buy.

This means you're likely only able to persuade 4% of traffic to buy what you're

offering the first time they arrive on your website.

That's a huge chunk of visitors you're losing out on. Fortunately, there is one thing you can do to bring back lost visitors — run retargeting campaigns.

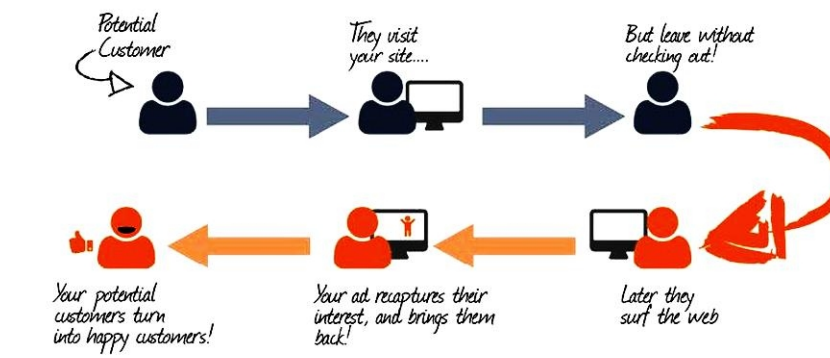
96% of visitors that come to your website are not ready to buy.

[CLICK TO TWEET](#) 

What is retargeting?

Retargeting allows you to keep your brand in front of your potential customers after they have left your website — persuading them to reconsider your offer when they need it.

The following visual by Retargeter explains [how retargeting campaigns work](#):



Retargeting campaigns allow you to target specific visitors with specific ads with the goal of convincing them to convert for your offer. These campaigns work because they enable you to show those visitors ads who've *already expressed an interest* in your product. With the help of search engines and social media channels, you can remind them they wanted to solve a problem and why your product offers the best solution.

Watchfinder, the UK's largest online watch dealer started [running their retargeting campaign](#) with the goal to increase sales. In just six months, they were able to achieve 1,300% ROI.

How did they do it? The brand divided their retargeting audience into segments and then served them the following ads based on their activity on the website:

When optimized the right way retargeting campaigns have the power to convince hesitant visitors to give your brand another chance. Retargeting also gives your existing customers an opportunity to avail new offers.

Is there a difference between retargeting and remarketing?

Both terms are often used interchangeably, so it's quite natural to assume that the two represent the same concept.

Retargeting is most often used to describe the online display ads that are shown to visitors who came to your website, but navigated away without acting. This type of marketing is done with the help of tracking pixels or cookies that follow the user around after they leave your website.

Retargeting ads are served through third-party networks such as the Google Display Network and Facebook, which give you the opportunity to reach out your potential

Network and Facebook, which give you the opportunity to reach out your potential customers on a multitude of websites.

So, when you see a display ad like this on Facebook, you're actually seeing a retargeting ad. The reason is with Google Adwords because this is how Google defines remarketing:



Remarketing lets you show ads to people who've visited your website or used your mobile app. When people leave your website without buying anything, for example, remarketing helps you reconnect with them by showing relevant ads across their different devices.

Google essentially groups retargeting display ads and remarketing emails under the single terminology of "remarketing" and most marketers follow the same definition.

Today's post is going to divide into the following sections to fully grasp the concept of retargeting:

- The process of setting up your Google retargeting campaigns.
- The process of setting up your Facebook retargeting campaigns.
- Components of optimized retargeting ads.
- The one component retargeting campaigns need to persuade visitors to convert.

For a more holistic approach on what remarketing is, please refer to our "[what is remarketing?](#)" guide.

Gathering data for retargeting campaigns

Unlike search ads, retargeting ads aren't prompted by user queries, to ensure that the right audience sees your ads. You can use the following two methods to collect data (audience) for your retargeting campaigns.

1. Use a retargeting pixel

Pixel-based retargeting is the most common form of audience collection. It works with the help of a JavaScript code (a pixel) that you place on your website or post-click landing page. After you attach the pixel, every time a visitor arrives at your website or post-click landing page, the pixel drops an anonymous browser cookie in the visitor's browser.

And when the visitor leaves your page and continues to browse other websites the pixel lets your provider like Google AdWords or Facebook know that these visitors need to start seeing your ads.

The pixel-based retargeting guarantees that your ads get seen by people who've either looked through your website or clicked through to your post-click landing page. Another advantage with pixel-based retargeting is that it starts instantaneously, visitors can immediately begin seeing ads that can convince them to back to your offer.

2. Use retargeting lists

With list-based retargeting, you use lists of your existing customers or visitors who have provided you with their email address and show specific ads to them. Maybe you want your blog subscribers to download a whitepaper whose pop-up ad they

you want your blog subscribers to download a whitepaper, these pop up as they have been ignoring on your homepage, or you want your free trial users to upgrade to a paid plan. Both situations would be appropriate for retargeting campaigns.

To start with list-based retargeting, simply upload the list of email contacts you have to the retargeting platform of your choice, and your audience should start seeing your ads as they browse through the web. You can also send your audience personalized emails to convince them to revisit the offer they showed interest in.

Retargeting campaign goals

There are two basic goals you can set for your remarketing campaigns:

1. **Awareness:** Awareness campaigns are used to inform visitors about your product features and other announcements. This is a less targeted goal because it's directed at visitors who haven't interacted a lot with your business. You can run awareness campaigns as a precursor for your conversion campaigns.
2. **Conversion:** Conversion campaigns are used for visitors who are more familiar with your brand and its products or services. But, they still haven't committed to an offer, so you want them to click on the ad, direct them to a post-click landing page, and convince them to convert.

Regardless of the campaign goal, the key in creating successful retargeting campaigns lies with audience segmentation. For retargeting campaigns, you can create the following audience segments:

- By behavior.
- With time.
- Existing customers.

• By device.

Retarget by behavior

There are two types of behaviors a visitor can showcase when they're on your website:

- Not Interested (the visitors spend less than a few seconds on your website, don't go to any other page on your site and immediately exit)
- Interested (the visitors browse through the website content, maybe even click through to other pages like the resources page, pricing page, or the about us section).

The "Not Interested" segment of visitors have very low intent, so serving them retargeting ads will only add to your cost and will not favor your ROI. Meanwhile, the "Interested" visitors show high intent and a much higher probability of returning to your brand and buying something if they are served with the right ad messaging.

You can create further segments in the "Interested" audience segment and customize retargeting ads for people based on the exact behavior they demonstrated on your website.

There is also the option of using soft-sell retargeting ads (ads that ask visitors to opt-in to an email list in exchange for a free ebook or newsletter etc.) for visitors who have gone through the resources section or blog. You can move in for the hard sell for visitors who have visited your product page and spent time looking at your pricing plan, as their intent of buying was high.

Retarget by time

This strategy encompasses three things:

1. Time duration between the visitor's website visit and when they get to see the first ad.
2. The frequency with which visitors see particular ads.
3. Time duration between the visitor's first visit to the website and the time when they stop seeing retargeting ads.

In both Google AdWords and Facebook, the default time duration for when a visitor gets added to your retargeting list is set to 30 days by default. It's important to remember that when a visitor resets the 30-day cycle if they revisit the website within the first 30 days.

Both advertising platforms give you the option to increase this limit depending on your campaign. However, be careful not to show your ads too soon as this can irritate online users and create a negative perception about your brand. This is particularly the case in the case of a visitor who only spent a few seconds on the website.

Another thing to take care of is the frequency with which visitors see your ads. Showing the same ad more than once on a single website is not a good idea.

Retarget by existing customers

One great time to target existing customers with retargeting campaigns is after releasing a new feature or a pricing plan update. These types of campaigns can yield great results especially for customers who aren't that active on your platform; maybe the new feature update can convince them to become more active?

Now that you know what goals to set for your retargeting campaigns and how to segment your audience.

How to set up retargeting campaigns in Google

How to set up retargeting campaigns in Google AdWords

The Google Display Network Reach in the US is considerably high, [reaching over 92% of visitors](#) across millions of websites, videos, and devices.

Follow [these steps](#) to successfully set up a retargeting campaign in Google AdWords:

1. Sign-in to your AdWords account.
2. Open the 'Shared Library' option.
3. Click 'Audiences'.
4. Do 'Set-up Remarketing'.
5. Click 'View AdWords Tag for websites'.
6. Select and copy the provided remarketing tag code. The tag will work for both mobile and desktop websites.
7. Place the tag code at the bottom of the website pages you want to use for your campaign.
8. Save and publish your page.
9. Use 'Google Tag Assist' to check if your tag is working properly
10. Click 'Continue'
11. Click 'Return to Audiences'

In a few days, the tag will start collecting the cookies of website visitors, and the 'All Visitors' list in your account will begin to fill up.

This is what a typical Google AdWords retargeting ad looks like:

With Google AdWords retargeting you can create [customized lists](#), run tests such as frequency cap testing, ad testing, custom combination testing, and bid tests. The search engine advertising network also offers the following types of retargeting campaigns:

1. **Standard Remarketing:** showing ads to past visitors as they visit Display Network websites and use Display Network applications.
2. **Dynamic Remarketing:** The ads shown to visitors include specific products or services that they browsed through on your website.
3. **Remarketing for Mobile Apps:** Show ads to visitors who have either used your mobile app or mobile website.
4. **Remarketing Lists for ads:** Show ads to visitors as they do follow-up searches for what they need on Google.
5. **Video Remarketing:** Show ads to visitors who have opened your YouTube videos.
6. **Email List Remarketing:** Upload a list of your customers' email addresses. And when these visitors browse through different websites, they can see your display ads.

When you choose to run your retargeting campaigns through Google your ads get the most exposure across the internet.

How to set up retargeting campaigns in Facebook

To start with a Facebook retargeting campaign you need to have a Facebook account for Business ads. When creating all these with the account set up as to the

account for Business ads. When you're all done with the account setup, go to the Audiences section in the Facebook Ads Manager.

Then select the "Custom Audiences" option for retargeting. This allows you to reach out to visitors with relevant ads who have already been on your website.

From the list of "Custom Audiences" select the "Website Traffic" option. It lets you create a list of people who have visited your website or viewed specific web pages.

Now select the audience you want to target your retargeting ads to from the drop-down menu in the "Website Traffic" tab.

These are the given [audience options](#):

1. Anyone who visits your website
2. Users who visit specific pages
3. Prospects visiting specific pages but not others
4. Visitors who haven't visited in a certain amount of time
5. Custom combination

After selecting the audience options, Facebook provides you their pixel tracking code (aka the Facebook Pixel). Place this tracking code on the website to track visitors.

Facebook retargeting allows you to track conversions on your Facebook ads, optimize ads based on the data that you gather from your campaigns, and then create better ads in the future.

This is what a typical Facebook retargeting ad looks like:

The added advantage of using the Facebook Pixel for retargeting campaigns is that it can also be used to [serve retargeting ads to your visitors on Instagram](#).

With the campaigns all set up and audience segments selected, all that's needed now is to create the retargeting ad. However, simply creating a retargeting ad won't bring back visitors. You must optimize the ads to convince online users to click and return to your page.

Optimizing retargeting ads

Retargeting campaigns essentially consist of display ads that use images, video, and rich media types to engage audiences.

To create effective display ads, ensure the image and copy are relevant to the product feature or offer you're trying to grab the visitor's attention with.

Creating different display ads for each retargeting audience segment helps you create ads that appeal to the visitor you're trying to get back.

An optimized retargeting ad has the following elements:

An optimized retargeting ad has the following elements:

- **An engaging headline:** This should be relevant to the visitors' experience on your website. And it should be written in a way that piques their attention.
- **Relevant, visually appealing media:** You can include an animation or a static image on your display ad. However the chosen media should be relevant to the offer showcased in the ad copy.
- **A click-worthy CTA button:** This should be designed in a contrasting color and have actionable, personalized copy on it. (e.g. "Show Me the Ebook")
- **Actionable copy:** Display ads are not meant for lots of copy and you have limited characters to explain the offer. Ad copy that gets to the point quickly and offers visitors an incentive to click will likely produce more clicks.

Marketo's retargeting ad fills all the right optimization boxes:

- **The headline** explains to the visitor what they'll get when they click the ad.

- **The headline** explains to the visitor what they'll get when they click the ad.
- **The CTA button** is contrasting with the rest of the ad.
- **The image** is relevant to the offer.

Once online users click Marketo's ad, this [dedicated post-click landing page](#) continues the conversion sequence:

All retargeting ads should be connected to [post-click landing pages](#) instead of the homepage, because post-click landing pages can provide better [message match](#) and the optimal 1:1 [conversion ratio](#) that convinces them to convert.

Dedicated post-click landing pages give you the unique opportunity to attract audiences with the same message that convinced them to click the ad. This helps them see what they wanted without any distractions and increases the possibility of them clicking the CTA button.

[Typeform's retargeting ad and post-click landing page](#) are also optimized for conversions:

Optimized post-click landing pages help you transform warm leads into red-hot conversions with the help of relevancy and conversion-centric elements. To ensure that you've created a perfectly optimized post-click landing page, review our comprehensive [post-click landing page guide here](#).

Leverage retargeting campaigns more effectively

Retargeting provides you incredible opportunities to target exactly the customer you want by giving you another chance to display your brand and message to users *who have already shown interest*. Don't waste it by directing visitors to a page that won't get you immediate conversions for a specific offer — like a cluttered homepage.

Create optimized retargeting ads and connect them to dedicated post-click landing pages to get the most out of your campaigns. The best solution for that is Instapage because you'll enjoy 100% customization and the most [designer-friendly platform](#) to turn clicks into conversions.

SHOW ME THE 35 BEST POST-CLICK LANDING PAGE TIPS

by **Fahad Muhammad**

Fahad is a veteran Content Marketer at Instapage and has witnessed the industry progress rapidly. He's an expert on conversion psychology.

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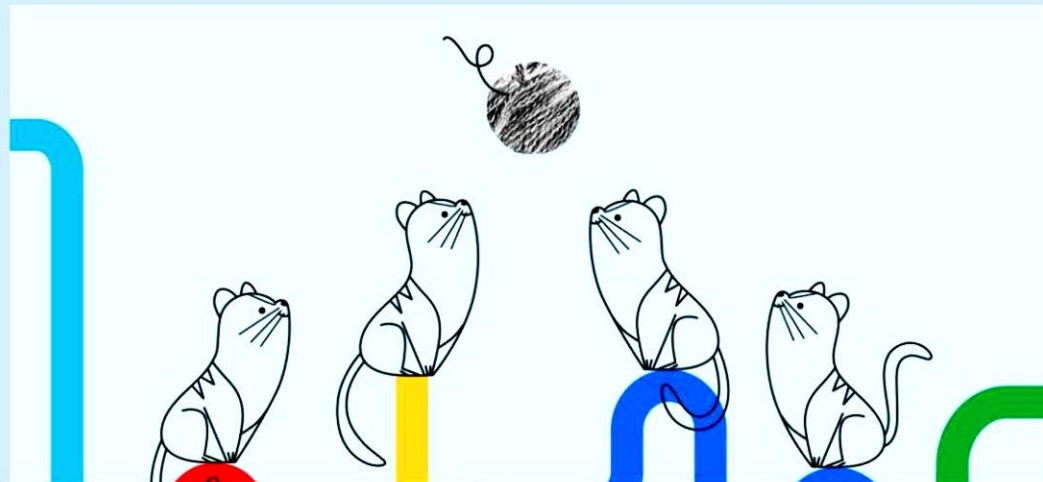


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What Is Retargeting?

If you sell stuff online, you know advertising plays a critical role in driving people to your website. But what if they aren't ready to buy when they first find you?



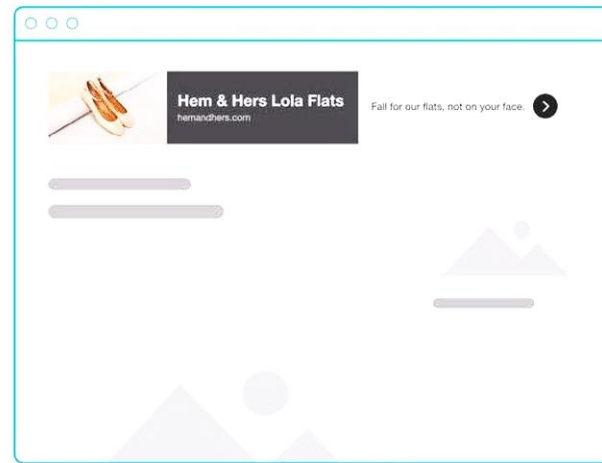


If you run a small business and sell stuff online, you know advertising plays a critical role in driving people to your website. But what if they aren't ready to buy when they first find your store? Or they get distracted before they complete a purchase?

It turns out that 97% of people who visit your site for the first time leave without buying anything, and then they're lost forever. Unless you can bring them back.

That's where Google remarketing ads—also known as retargeting ads—come in. It's a powerful new marketing channel in Mailchimp that helps you convert website visitors into customers after they've left your store.

97% of people who visit your site for the first time leave without buying anything, and then they're lost forever. Unless you can bring them back.



Before someone decides to buy your product or service, they need to feel like they know you. A good marketing rule of thumb to help customers make up their mind about purchasing is to ensure they hear your message at least 7 times. Retargeting builds visibility for your **brand**, allowing you to reach an audience that has already expressed interest in your products.

Plus, it's a lot more cost-effective than other types of advertising. And when you create retargeting ads in Mailchimp, we'll automatically generate thousands of ads that display in the right place at the right time, with no added fees from us.

How retargeting works

Our retargeting ads use the Google Display Network to reach more than 90% of people on the internet.

Our retargeting ads use the [Google Display Network](#) to reach more than 90% of people on the internet across more than 2 million sites.

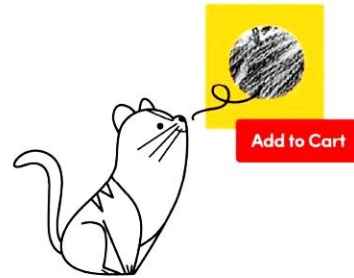
Once someone checks out your site, they'll start to see your ads while reading an article, listening to music, or browsing other stores online. Your ads will remind them of all the cool stuff you have to offer and bring them back to your site when they've decided to make a purchase.



Someone visits your website to check out the cool stuff you have to offer.

Later, they start to see ads for your products on other pages they visit.





You've caught their eye, and now they'll return to your store ready to buy.

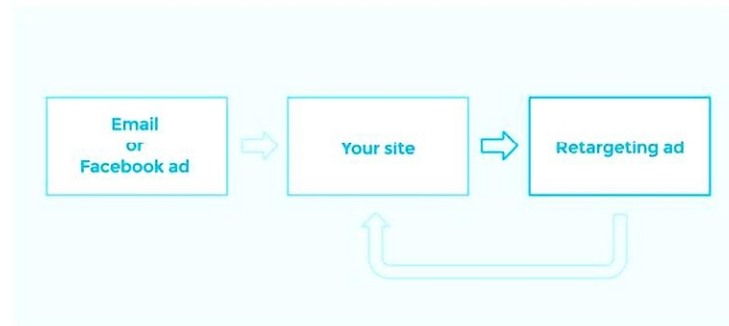
In just a few clicks, you can [automate ads](#) that recapture sales in the background, while you focus on other important parts of your business.

Where retargeting fits into your marketing strategy

You need more than one [marketing channel](#) to ensure none of your customers fall through the cracks. According to Google, combining retargeting with the other advertising you already do can help you sell 50% more stuff. In Mailchimp, you have all the tools you need to create [integrated campaigns](#) under one roof.

According to Google, combining retargeting ads with the other advertising you already do can help you sell 50% more stuff.

you sell 50% more stuff.



Drive traffic to your [website](#) with an [email](#), [Facebook ad](#), or [Instagram ad](#). Then, when someone leaves without buying, you can retarget them with an ad (or, if your Shopify store is connected to Mailchimp, a [product retargeting email](#)).

Once they make a purchase and you collect their email address at checkout, send a [welcome or first-purchase automation](#) to keep them engaged with your brand.

Get started

Ready to get started? Head to the [ad builder](#) to set up your retargeting campaign in a few quick clicks.

Create retargeting ads that help

Create retargeting ads that help newcomers get to know you.

Retarget In Just A Few Clicks

Mailchimp Presents



Listen to The Jump, a podcast hosted by Shirley Manson which features musicians revealing the one song that changed everything.

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A Beginner's Guide to Retargeting Ads



Written by Dan Hecht



We'd all like to think that every single person that comes in contact with our business follows a very straight and orderly path to purchase. Someone visits our site for the first time, fills out a form to download an ebook, then becomes interested in talking with a sales rep, all in one session on your website.

Minutes later, the sales rep reaches out to this lead, and before you know it, the lead is becoming a customer, handing over their credit card to purchase something from your company.

But in reality, the buyer's journey is probably not so linear. People pop over to your website, then leave. Two months later, they discover your latest blog article



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your website, then leave. Two months later, they discover your latest blog article, and then decide to download that ebook.

Free Lookbook: 50 Facebook Ad Examples That We Actually Clicked

A few days after that, they decide to check out another blog post. Maybe a week later they decide to get in touch with Sales, and it takes several more weeks of meetings and discussions to come to a decision to buy. Same end result, but the process is a little more convoluted.

So marketers need to be prepared to help their buyers through that convoluted process. One great way to do that is with retargeting ads.



Retargeting

Unlike typical banner ads, retargeting ads are a form of online targeting advertising and are served to people who have already visited your website or are a contact in your database (like a lead or customer).

If you've never used retargeting before, don't worry — in the following post, we'll go through the basics of how retargeting works, explain how you can use it to support your larger marketing goals, and even outline an example of a Facebook Ad retargeting campaign.

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How Retargeting Campaigns Work

There are two main types of retargeting: pixel-based and list-based. The way each works is slightly different, and each has different advantages based on your campaign goals.

Pixel-Based Retargeting

Pixel-based retargeting is a way to re-display your material to any anonymous site visitor.

This is probably the most common type of retargeting. When someone comes to your website, an unobtrusive piece of JavaScript (often referred to as a pixel) is placed on their browser — making their browser "**cookie-d**." When they leave your site to surf the web, that cookie notifies retargeting platforms to serve specific ads based on the specific pages they visited on your website.

The advantage of pixel-based retargeting is that it is timely (they can be retargeted pretty immediately after leaving your site), specific to a particular page on your site, and behavior-based. Downsides to this method are that there is a lower volume of people in the campaign at any given moment in time since it's all based on how often people are coming to your website, viewing certain pages, and leaving. It also can be complicated or time-intensive to implement the JavaScript on many website pages.

List-Based Retargeting

List-based retargeting works after you already have someone's contact information in your database.

You can also use lists of your existing contacts for certain types of retargeting ads. To do this, upload a list of the email addresses to a retargeting campaign (usually on a social network like Facebook or Twitter), and the platform will identify users on that network who have those addresses and serve retargeting



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ads just to them.

Though it's a little less common than pixel-based retargeting, list-based retargeting allows you to have highly customizable criteria for your ads because it's based on more than behavior — you're choosing who goes in which list.

On the flip side, it's possible that a person in your list gave you one email address and the social network another — and in that case, they won't see your ads. Also keep in mind that because you are in charge of uploading and maintaining the list, list-based retargeting also is less automatic and timely than pixel-based retargeting.

If you've ever heard of the term "retargeting," it's likely it was in comparison to remarketing. And while the two are often mistaken for each other, they do have differences. Let's talk about when you would use either.



Retargeting vs Remarketing

While retargeting focuses on pulling in new audiences or customers through ads on social media, email or other platforms, remarketing often focuses on sales or marketing emails sent to re-engage customers.

Remarketing and retargeting are often confused with each other. Though they share similarities, retargeting allows you to reach new prospects with your ads, while remarketing focuses on re-sparking interest of your company to current or



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inactive old customers.


A retargeted ad helps those who've never heard of your company understand how your product or service fits into their lifestyle or solves a potential problem. Retargeting helps you make the message more personal.

When you analyze sales, you can determine what's popular among the audiences you're aiming to reach. For instance, if you find that a certain line of products perform really well among millennials, pull images of them into a carousel ad and use it to retarget customers. The personalization of a separate ad promoting a collection, aimed at a segment of your target market, is one example of how retargeting can be successful.

Take this ad I saw today. Despite never having purchased from **Nasty Gal**, this ad showed up on my News Feed:


**Nasty Gal**
Sponsored · 🌐

Here's what you've been loving, Check out our killer looks onsite! Grab 60% Off EVERYTHING 🌟





Shimmer in Your Eyes High Neck Cropped Blouse - Pink

Shop Now



Don't Texture Us Cowl Crop 1 Green







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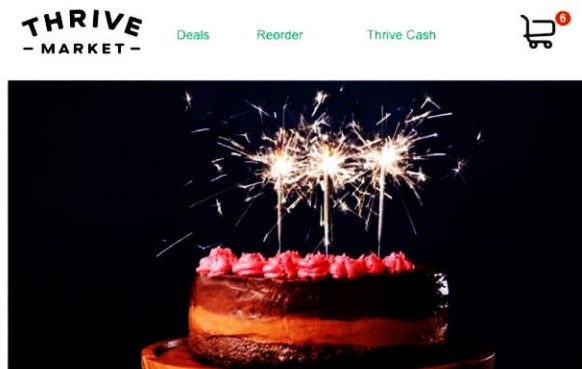
This ad introduces Nasty Gal to new leads (like me) by giving an overview of diverse clothes that are popular among target audiences.

It's likely I saw this ad because I fit into Nasty Gal's target audience set on Facebook, and because my previous behavior on the social channel involved looking for reviews of similar clothing retailers.

On the other hand, to re-engage a lost or inactive customer, you might decide to use remarketing. This tactic aims to improve customer relationships by utilizing marketing tactics that

Essentially, if you want to give customers an incentive to purchase again from your company, turn to remarketing.

For customers that are already acquainted with your brand and have shown a need for your product, create a personalized message to reignite their interest. For example, if your company offers a membership, remarket to those whose memberships are expiring and are up for renewal. This email I received is an example:





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Kayla, your member anniversary is coming up!

There's lots to look forward to in the year ahead, but first, we'd like to say thank

This marketing email not only served as a reminder to renew my subscription but was also **Thrive Market's** way of reminding me about the benefits of being a member. In the email, I got to see how much I saved by using the grocery service, where my membership money was being spent, and was offered a special promotion to renew.

Because I was already familiar with the brand, Thrive was able to use the email to add personal touches and provide a snapshot of what I can enjoy (again) as a member.

Like retargeting, this tactic is successful when messages inspire action. The email's CTAs, like "Browse our options here!" told me that I could peruse my options in one click, so I did. Use remarketing efforts to remind customers of the perks that come with shopping with your brand, like easy shopping access.

Which Goals You Should Have for Retargeting

Now that we have the background for how retargeting works and the different types of audiences you can segment by, we can focus on goals. The main types of retargeting campaigns you should consider running are those for awareness and those for conversion.

Awareness

Awareness campaigns are useful when you want to re-engage website visitors and tell them about relevant products, features, or announcements. These ads are usually served to pixel-based lists.



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The obvious drawback to awareness campaigns is that you're serving less targeted content to people who haven't engaged heavily with your brand. They're not in your contacts database, and often, there are lower expected clickthrough rates than other types of campaigns.

However, since the goal is to make prospects aware of your business, impressions and engagement are acceptable metrics to track. Often awareness campaigns are precursors to a much more effective campaign goal: conversions.

Conversion

Conversion goals are just that — you want to get people to click on your ad and take a next step, such as filling out a landing page form. Conversion campaigns are best used to align a specific list with a clear next step in the flywheel, and can be measured with typical conversion metrics like website clicks, form submission, and cost-per-lead (CPL).

The best thing about a conversion campaign is that you can use it for multiple parts of the flywheel. Pixel-based ads, for instance, generate leads and will direct people to landing pages where they can give over their information.

List-based ads better qualify those leads. Ads will appear to contacts who gave you limited information and lead them to longer forms with additional fields.

Additionally, retargeting can be used to move those qualified leads further along their sales cycle. For example, you might use retargeting to send a list of contacts that have downloaded an ebook to sign up for a free trial of your product.

Regardless of your goal, it is important to align the positioning, creative, and next step in the conversion process — whether that's an offer landing page, site page, or request for more information — with your audience list. List-based retargeting can have low match rates (users synced with accounts on each platform, usually by email address), so make sure you're fueling your retargeting activities with inbound content.



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inbound content.

Choosing a Retargeting Platform and Tool

Truthfully, you've got quite a few options for actually implementing your retargeting. There are tons of third-party platforms to do web and social retargeting, such as [Perfect Audience](#), [AdRoll](#), [Retargeter](#), and [Bizo](#). You can also do retargeting through specific platforms like Facebook, Twitter, and LinkedIn.



Email Retargeting

As one of the earlier forms of retargeting, email retargeting is when you use information that you've previously gained about a customer or prospect, like location and name, to send them personalized emails.

While email targeting can be effective, it's important to note many of the other platforms that could also be beneficial. Although each platform you use to implement ads will be different, there are some advantages and disadvantages for choosing ones that serve up social media ads or elsewhere on the web.

Social media retargeting often works well since people are more likely to share, reply, and discuss your content on one of these well-known platforms. They can also see the ads are posted from a real account, as opposed to a small web banner ad with little text that could be posted by anyone. That being said, web



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retargeting works well for impressions since the ads follow your targeted audience throughout the internet, not just on a few specific social media sites.

Want to see how setting up a remarketing campaign is like? We'll walk through a step-by-step process on setting up a retargeting campaign and measuring its success.

Facebook Retargeting

One of the oldest and most prominent platforms where you can remarket and retarget your ads is Facebook. On top of offering remarketing options, Facebook also allows you to launch ads to a large pool of mirror audiences with a number of ad objectives.

For this example, we'll pretend we're setting up a remarketing campaign for HubSpot. To drive qualified leads to a free trial, we'll set up a mock Facebook retargeting campaign for leads in our database who we know are interested in marketing automation. Here's how we would set up that campaign.



How to Retarget on Facebook

1. Create a list or existing contacts, or gather groups from pixel on your website.
2. Add list into Facebook's Audience Manager.
3. Determine your Destination URL.
4. Segment your Ads for specific audiences.



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5. Set your budget.
6. Create your ad.
7. Track your campaign's progress.

1. Create a list or existing contacts, or gather groups from pixel on your website.

First, you'd need a list of leads to retarget to. In your marketing software of choice, compile a list based on two criteria: lifecycle stage, interests based on the topic of their most recent download. If this list is sufficiently large, you can move on to the next step. If it's not, you should revisit your segmentation properties and/or type of retargeting to implement.

2. Uploading the list to Facebook's Audience Manager.

Once our list is processed, we can export the .CSV file and import it into **Facebook's Custom Audience** manager to match email addresses with Facebook Profiles. (There are third-party platforms that also sync these lists on social media, so feel free to pick which upload/sync option works best for your company.)

Aside from Facebook retargeting, Audience Manager will allow you to do standard targeting, which allows you to set demographic, geographic, and other audience targets for an ad -- even without a retargeting list.

Once you hit "Manage Your Ads" on Facebook's advertising home page, click "Audiences" on the left toolbar. This will allow you to create a customer list by uploading a .CSV or .TXT file and options to sort by user ID, phone numbers, or emails.



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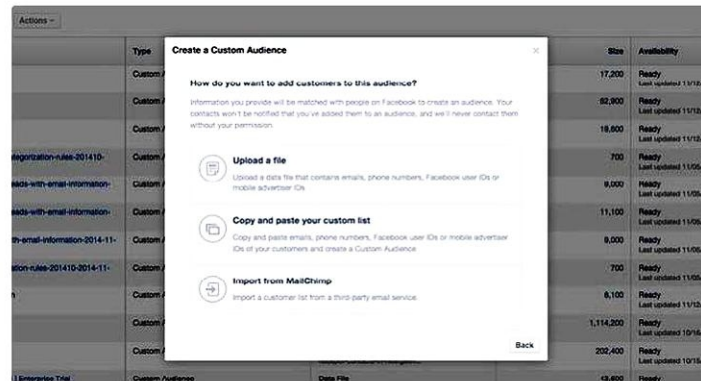


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Give your list an appropriate name to easily find it later. Additionally, leave at least a few hours for it to populate. If you try to create an ad immediately, the audience may not be fully loaded.

3. Determine your destination URL.

To create a new campaign on Facebook, hit the green "Create Ad" button in the top right of the ad platform home screen. This will prompt you to choose an objective for your campaign. Whatever option you select, include a UTM tracking code — a snippet of text added to the end of your URL — to help you track success and attribute clicks and conversions from your campaigns. For example, we would create a campaign called "Retargeting" and our URL for the free trial would look like:



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Clicks to Website

 http://offers.hubspotm/free-trial?utm_campaign=retargeting 

Campaign Name  Retargeting Campaign - Free Trial

[http://offers.hubspotm/free-trial?](http://offers.hubspotm/free-trial?utm_campaign=retargeting)

[utm_campaign=retargeting&utm_medium=social&utm_source=facebook](http://offers.hubspotm/free-trial?utm_campaign=retargeting&utm_medium=social&utm_source=facebook)

Once you enter your URL to promote, the next step is to rename your campaign directly underneath the URL text box. Keep similar names for your campaigns to make it easier to track if you have multiple running.

4. Segment your ads.

Select your custom audience and set the geographic location you want to target. The location is an "AND" setting, meaning if your list contains leads from all over the world and you only select "United States," some people won't be shown your ads.

Who do you want your ads to reach? Help: Choose Your Audience

Custom Audiences (f)

Data File

Retargeting | Marketing Automation

[Choose a Custom Audience](#) [Browse](#)

[Create New Custom Audience...](#)

Locations (f)

Canada

All Canada

United States

All United States

Add a country, state/province, city or ZIP

Age (f)

18 - 65+


Gender (f)

All Men Women

Languages (f)

[More Demographics](#)

Audience Definition



Your audience is defined

Audience Details:

- Category
 - LN Retargeting | Marketing Automation
- Location - Living In:
 - Canada
 - United States
- Age
 - 18 - 65+
- Placements
 - on News Feed and right column on desktop computers, Mobile Feed and Third-party Apps



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Depending on your **buyer personas**, you can also segment by interest, behaviors, age, and other demographic settings which can help ads become even more targeted. For conversion campaigns, you're retargeting to a specific list of contacts already interested in your product, so including other Facebook categories might not make sense.

5. Set your budget.

Before even starting the campaign, have a set budget for paid tactics, broken out by channel. For Facebook campaigns, set a lifetime budget for the length of the campaign, then monitor and adjust accordingly. Most beginners should leave the bidding to "Optimize for Website Click."

Budget & Schedule
Define how much you'd like to spend, and when you'd like your ads to appear.

Optimization for Ad Delivery

Ad Recall Lift - We'll serve your ads to maximize the total number of people who will remember seeing your ads.
To help us improve delivery optimization, we may survey a small section of your audience.

Cost Controls

Facebook will aim to the most ad recall lift and spend your entire budget.

Budget and Schedule

Daily Budget

\$1.00
\$1.00 USD

Actual amount spent daily may vary.
• Run my ad set continuously starting today
Set a start and end date

You'll spend no more than \$7.00 per week.

Show Advanced Options

You can also name your ad set at this stage, which is helpful if you'd like to differentiate lists, creative, budget, etc. for different ad sets in the same campaign (i.e. leading to the same page).

6. Creating your ad.



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Each ad can have up to six images associated with it, so you can test which ones perform the best. Be clear and concise with your positioning as the headline underneath the image can only be 25 characters long and the text above the image is capped at 90 characters. You can also include call-to-action buttons such as Shop Now, Learn more, Download, etc. on the bottom right of the ad.

Some important details on Facebook ads:

- Image size is 1080 x 1080 pixels.
- Images can only contain 20% text.
- Under "Advanced Options" you can write a News Feed link description up to 200 characters to better explain your ad.

By default, ads are shown on mobile newsfeeds, on the right column on desktops, and in partner mobile apps. Depending on where you'd like your customers to see these campaigns, you may want to turn one or all of those options off to only display in the desktop News Feed.

Once you have everything set up, go ahead and click the green "Place Order" button in the bottom right of the screen.

7. Tracking your progress.

Congratulations, you've now created a conversion-based retargeting ad on Facebook! Now you can track website clicks, reach, CTR, CPC, and total spend to match them up to your initial goals.

You can get a glance of how your Facebook retargeting campaigns are doing by going to your Facebook Advertising home page. If you want to dive further into the ad's metrics, you can go into the ad set where you'll see information like clicks and spending per day. It is also easy to make edits to your ad from this screen, such as extending the budget, schedule, and creative assets.



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If you're using a CRM, like HubSpot, most offer tools to [look at the performance](#) of your destination URL to track views, clicks, and submissions back to specific retargeting campaigns.

Retargeting is a great way to keep your prospects engaged and interact with people who have already shown interest in your company.

While it may sound like a simple enough concept, there are many aspects of a retargeting campaign that must be worked out before you make the ad copy and creative. Be sure to give enough time to make your lists, set goals and types of campaigns, determine the platforms your ads will run on, and tie the whole conversion path together.

FREE LOOKBOOK

50 Facebook Ad Examples We Actually Clicked

These amazing examples will inspire you to craft your own compelling ads.



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Originally published Jun 23, 2020 5:00:00 PM, updated June 23 2020

Topics: [Retargeting](#)

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