



Retargeting

2017

Retargeting platform, cross-channel across multiple top tier ad networks, is the most effective method for re-engaging with prior site visitors.

- 115MM unique identifiers/cookie database, with a 90 day trail-off
- Adjustable frequency, duration and time of day selection
- Machine learning which allows for constant optimization; show consumers ads where they spend the most time browsing
- Email open, click, video view, social click serving as retargeting trigger
- Video, HTML 5, Display and Social creatives
- IP retargeting