



A MORE CONSERVATIVE MODEL

TIPS FOR CONTROLLING YOUR B2B RETARGETING EXPERIENCE

When retargeting B2B customers, consider a customized approach, says Ethan Simblist, director, digital advertising, Merit Direct. “In B2C there’s a justification for following people around persistently, because statistics show that 98% of visitors leave [ecommerce] sites without making a purchase. In B2B, I would recommend a more conservative model.”

Simblist suggests a lower frequency, with no more than six retargeting attempts per day. “The person doesn’t need to see it everywhere they go—so many publishers are tapped into programmatic advertising, so there are a lot of sites your ad could pop up on.”

There are numerous types of reporting options available, whether through a demand server or a retargeting platform, he says, so marketers can see how people are responding to their retargeting initiatives. Retargeting messages in B2B should be more customized, and take the

user experience into account.

Marketers need to understand the mechanics of how retargeting works, and be in control with their vendors, he notes. “You need to inquire about frequency and watch the users’ experi-



ence. It’s important for the marketer to be engaged—often, they don’t realize that they have a say. Don’t just hire a retargeter and let them run with it—be in control.”

The advent of data onboarding—transferring data gathered offline to the digital world—is another take on retargeting, Simblist says. This allows marketers to target their offline prospects online. “Because email is such an asset for B2B, you don’t want to beat the inbox to death. Data onboarding allows marketers to have another touchpoint with their clients.”

Simblist notes that the majority of MeritDirect’s B2B clients—about 70%—are using retargeting. “It’s such a simple thing. It’s bottom of the funnel stuff and it is just as valuable as search,” he says. “It should be a top priority to turn it on. Everyone should be taking advantage of it, for things like events especially.”

Look at it as a potential deal closer, he suggests. “It’s a way to remind the person that they were about to make a purchase or sign off on something.” —**BETH NEGUS VIVEIROS**

RESULTS MARKETERS LIKE

REPORT SHOWS THE IMPACT OF RETARGETING ON FACEBOOK

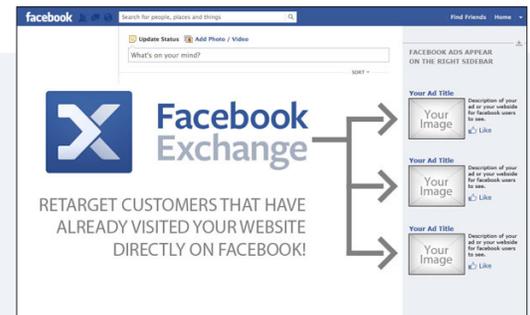
Facebook has become a very valuable part of marketers’ retargeting strategy to drive metrics like conversions, app downloads and lead gen. AdRoll’s “Retargeting on Facebook by the Numbers” report gives some insight as to how marketers can utilize the two retargeting options on the social network, Facebook Exchange (FBX) and Custom Audiences from your Website (WCA).

FBX lets advertisers promote to users who have shown an interest in a similar product or service via their online behavior. WCA allows advertisers to match visitors who came to a website with a Facebook audience as a way to retarget them with personalized ad in the News Feed via mobile or desktop. Advertisers can also layer additional Facebook demographics like age

or relationship status on to their campaigns.

The report looked at over 800 million impressions from 215 AdRoll advertisers running retargeting campaigns on three channels: FBX on desktop, WCA on mobile, and online sources other than Facebook. Some key findings:

- The CPM cost of News Feed ad impressions on mobile is 57% lower than on desktop, and mobile ads generate a 10% higher CTR. This results in a 61% lower CPC for ads in the mobile News Feed compared to desktop.
- Mobile adds an average of 3.8% incremental conversions to an existing retargeting mix of web and News Feed on desktop.
- By adding mobile to an existing campaign



mix of web retargeting and News Feed ads on desktop, marketers see on average 29% more clicks.

- By layering News Feed campaigns on desktop onto web retargeting, advertisers serve on average 5.7% more impressions and get an impressive 53% more clicks.

In the three month study, the apparel, beauty and technology industries showed the quickest adoption of mobile ad sizes, while media and entertainment served the highest-performing mobile campaigns. —**BNV**



THE NON-CREEPY FUTURE OF PERSONALIZED MARKETING

Ad-tech companies are finding ways to help marketers reach consumers in increasingly personal ways. By leveraging a history of activity and interaction with their brands, marketers and their ad-tech partners have the ability to really show relevant, personalized marketing messages that are tailor-made for each consumer.

Unfortunately, too often advertisers take a very clumsy, broad-brush approach that may leave consumers feeling misunderstood, unresponsive, and uninterested, or worse, creeped out.

For example, everyone has their favorite story about a product they browsed once on a retail website, where that product subsequently “followed them around the web” wherever they went. This reflects a particularly clumsy approach to retargeting. Yes, the consumer showed interest in that product, but why not focus instead on the brand or the store to try to get them back?

Why not feature other products that are best-sellers in the same category, or around the same price point, or complementary to the products the customer showed interest in? With these small changes, the advertising experience can shift from “creepy” to “understood.”

MASS-MARKET RETARGETING IS CLUMSY

In point of fact, this kind of rules-based approach can be a good start, and it’s much better than nothing. But when you work with a company that can apply predictive models to this problem, the results become even better. Models can factor in data and experiments across all past users and ad exposures to determine the optimal set of products, offer, and design elements (like whether or not to feature the price prominently). This approach solves the problem in a way much better than humans playing with a rules engine could.

Moreover, frequently these kinds of ads are

really ugly and clumsy in their design. They look more like they were built by a programmer or a web-design student than by a professional creative-design team. This can happen when products from a diverse product catalog are expected to be fit into a “one size fits all” template, especially when the ad is designed to show more than one product in a product carousel.

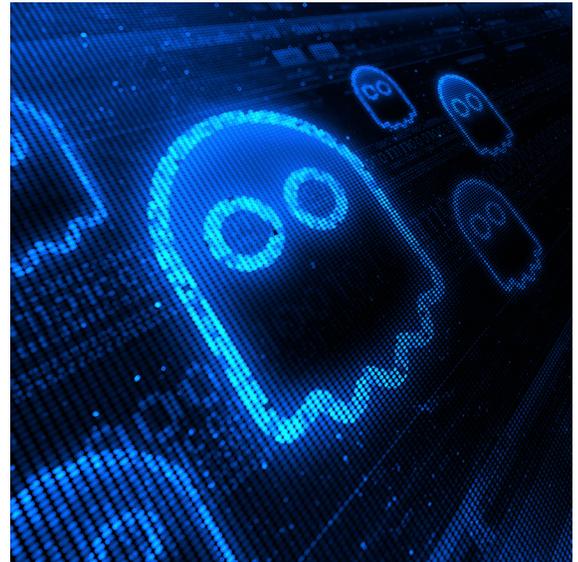
INFORMATION CAN BE BEAUTIFUL

Instead, why not try something that is closer to the beautiful designs created by the top creative departments? With thought, the “carousel” concept can be reimagined to show large images of a series of products, gracefully cross-fading or animating within the ad to subtly call attention to them, and at the same time feature more of the content (the great design of the product itself) that will appeal to the customer. A beautiful presentation of the series of products offered can have a look that borders on native advertising.

BEWARE THE ARBITRARY FREQUENCY CAP

Additionally, overexposing customers to ads is not a good strategy, and can actually backfire. We find that for each campaign there’s an optimal frequency curve that shows us how many ads it is valuable to show to each customer, and after you reach the peak of the curve, showing more ads actually decreases the customer’s likelihood to buy. Even more challenging: the curve is not just different for each campaign, it can be different for each customer.

As such, frequency capping may do more harm than good for a given advertiser, as the slope of each customer’s curve may join to an average, but they are in fact very different. Would you not



want to market to half of an interested customer base because of an arbitrary rule that doesn’t give your advertising the opportunity to impact that customer’s experience? Fortunately, by gathering lots of data, smart marketers can determine the shape of these curves, and tune their appetite for showing additional ads per customer so as to achieve optimal performance.

WINNING THEM WITH CONTEXT

Finally, dynamic creative ads are rarely served in a context that is highly relevant to the content of the ads. An ad for a retailer that features diverse categories of products can be many times more effective when it features products from categories that match with the contextual category of the page on which they are served. This kind of rapid, real-time contextual targeting is really tricky to get right, but it can be extremely powerful. We’ve seen performance improvements of up to 400% when adopting this approach vs. just featuring products based on what the consumer has previously shown interest in.

It’s time to move on from the first generation of tired, formulaic dynamic creative advertising, and to embrace a new world of elegant, subtle, thoughtful marketing that will speak volumes, and enhance the relationships marketers can build with their customers and prospects.

—MARK TORRANCE, CTO, ROCKET FUEL INC.