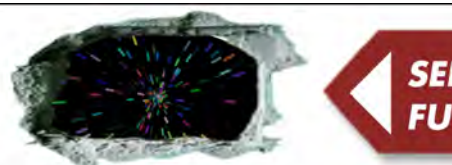


advertisement ▾

There's a smarter way to target.


[News](#) | [Summits](#) | [Resource Connection](#) | [Job Connection](#)
[Newsletter Sign up](#) | [Site Search:](#)

Go


[Home](#) > [Consumer Strategies](#) > [Behavioral Marketing](#)

→ Sponsored by:

CLARIA

Behavioral Marketing

Retargeting Will Feature in Your Future

January 26, 2006

By [Jack Smith](#)

Even in an environment where online ad targeting becomes more effective every day, retargeting is something special.

It's a fact: retargeting, the hidden gem of behavioral targeting, has generated vastly better results lately for our advertisers than any other single method of targeting. The retargeting portion of a recent campaign generated a conversion rate 270 percent higher than the average for the campaign's remaining advertising, and its cost per acquisition was 50 percent lower; in another campaign, although it represented only seven percent of ads served, retargeting was responsible for 25 percent of the sales and 50 percent of the revenue generated by the campaign as a whole. This kind of performance naturally sends shivers of excitement down the spines of direct marketers, but it should seem wonderful and fascinating even to unbiased observers. Chances are high that if you operate somewhere in internet advertising, retargeting will feature in your future. It does its job ruthlessly well, and any advertiser who is in a position to take advantage of it -- or publisher to offer it -- should take a long hard look.

Don't bin your remaining ad spend on the strength of it, though, because retargeting is a highly specialized tool-- certainly not a replacement for anything you already have. Like a soccer team's striker, it needs other, less glamorous

iMedia Resources:



Your one-stop shop for ad servers, SEM firms, email marketers, somebody to help you decode your site metrics or any other interactive advertising need:

- > [Ad Networks](#)
- > [Ad Servers](#)
- > [Email Marketing](#)
- > [Publishers](#)
- > [Rich Media](#)
- > [Search Marketing](#)

advertisement ▾

Claria Corner

[Behavioral Marketing Insights](#)
[About Claria](#)

HOME

MARKETING CHANNELS >

MEDIA STRATEGIES >

CONSUMER STRATEGIES >

- Brand Voices
- Consumer Voices & Blogs
- [Behavioral Marketing](#)
- Word of Mouth
- Verticals
- Demographics

SEARCH >

CREATIVE >

RESEARCH & METRICS >

INDUSTRY ISSUES >

PEOPLE >

Free Newsletter

Email Address (required)

Sign Up Now!

[Learn More](#) »

Summits

These are industry leading events where buyers and sellers meet, discuss, collaborate, and conduct "real" business.

BREAKTHROUGH '06 SUMMIT

Join attendees from the nation's top interactive agencies at the iMedia Breakthrough '06 Summit, where you'll hear from cutting-edge thinkers, make new contacts and generate ideas for new levels of marketing.

Date »

March 26-28, 2006

Location »

Hyatt Regency
Lake Las Vegas, NV



More Info »

[Summit Home](#)
[Agenda/Schedule](#)
[Registration](#)

players to deliver the ball with which it scores. Retargeting brilliantly converts prospects into buyers, but advertisers will still need to identify and reach those prospects in other ways.

How does it work? The basic principles are plain enough. First, prospects are driven to an advertiser's site through normal advertising channels. Next, key interactions -- such as product purchases or transaction values -- between the consumer and the site are flagged, and the consumer is identified as either a prospect or a customer. Finally, those prospects and customers are retargeted with messages specific to them when they visit other areas of the advertiser's site or any other site on an advertising network. (A publisher network is a key element in retargeting: it can provide initial traffic to the advertiser site as well as, for most campaigns, be the indispensable supplier of the actual retargeting opportunities themselves.)

What can it do? The possibilities of retargeting, if not endless, are enormous. People who have window shopped can be re-pitched with the product they almost bought, while purchasers can be retargeted with ads for supplementary or complementary purchases, more of the same, service contracts, promotions or special offers.

It's a straightforward concept, and has always looked plausible on paper. But while lots of ideas in this space have looked good on paper, only to fizzle dismally in practice, retargeting results have been consistently stunning. It's the rare instance in advertising where praxis fully bears out the promise of the theory.

Who is it for? Retargeting is, as I've said, a specialized tool. It works best for advertisers who are selling things or who want to extract a commitment of some kind from the user; ecommerce sites in general are ideal candidates for it. A consumer electronics site, for example, can segment prospects and customers in virtually limitless ways-- according to purchase and browse history, perhaps, with ads for the latest gaming platform, with games specific to their platform or with special promotions in the run up to a holiday. PSP owners could be delivered ads for memory sticks, games or movies specific to their platform. Shoppers who have abandoned shopping carts filled with CDs or Xboxes could be delivered 15-percent off CD coupons. The result in every case: fewer wasted impressions from mismatched products and consumers and increased conversion rates.

What does it need to succeed? In our experience, the essential factors for retargeting success are:

- a sound source of prospects

The Claria Corporation, a leader in behavioral marketing, offers:

- Insights into the online behavior of tens of millions of users
- Unparalleled ad targeting
- Incredible results

Over 1000 advertisers, utilize Claria's services.

[See Claria Demo](#)

[Click here to learn more.](#)

In the News

[Privacy and the Future of Behavioral Marketing](#)

By Reed Freeman, Jr., Chief Privacy Officer Claria Corporation

Hardly a week passes without at least one news story on the effectiveness of online behavioral marketing. Companies that can display ads to consumers based on their online behavior can now routinely achieve dramatically better results for their clients than is possible using traditional run-of-network or even contextually-based advertising. Yet, for all its promise, behavioral marketing has provoked privacy concerns since it was first introduced in the late 1990s. This article explores the legislative and regulatory framework that governs behavioral marketing, and offers a

- well defined segments with compelling offers for those segments
- a clear call in the retargeted ad to a definable action (probably the purchase of a good or service)
- a robust ad serving platform
- a carefully customized setup to ensure that the whole thing delivers the best possible results for each advertiser
- and a large, sophisticated network to deliver the reach needed to find and retarget the previously identified prospects and customers in large numbers.

All the other things that make a campaign successful -- a valuable offer, decent creative, et cetera -- are naturally requirements too, but the last two of these factors -- customization and reach -- are absolutely vital.

It's real. New things come along all the time, of course; good or bad, there's always someone ready to sing their praises. Retargeting, though, is real: it doesn't depend on a temporary edge that will be blunted once it becomes popular or on technology that, once matched by others, will no longer be effective. It's a solid, rational, workable approach that extracts maximum value from a specific situation and builds upon proven direct marketing principles that have been used for years in areas like circulation marketing and direct mail. Nothing online comes close to doing what retargeting does, and it will quickly become one of the top tools for any advertiser who can use it effectively.

[Jack Smith](#) is vice president of product strategy at 24/7 Real Media.

Article Options:

[✉ Email to a friend](#) | [🖨 Printer friendly](#) | [🗨 Feedback](#)

Featured LINKS

[Retargeting Will Feature in Your Future](#)

[Continental Airlines Goes Spanish](#)

[Six Targeting Ideas for '06](#)

[The Year in Consumer Generated Content](#)

[WOM Tactics: Blogs are Upside Down](#)

Top STORIES

[Retargeting Will Feature in Your Future](#)

[An Addictive Ad Campaign](#)

[The Best-Kept Secret in Ad Operations](#)

[Report from Sundance](#)

[The Score: Getting Fit Online](#)

simple framework - focusing on transparency and value to consumers - that will enable the growth of online behavioral marketing in the future.

To read the entire article, please [click here](#).

Insights

Feedback Research, a division of The Claria Corporation, provides unbiased custom marketing research programs and in depth Web analytics.

- Find and survey hard to reach real consumers

- Better understand your target consumers' online and offline activity

[Click here](#) to learn more about Feedback Research.

Marketing News

[The Stop Badware](#)

[Coalition Forms](#)

Jan 26, 2006

[Strmz.com Internet TV and Video Search](#)

Jan 26, 2006

[Google to Censor Terms in China](#)

Jan 26, 2006

[NYTimes Co. Reports Ad Revenues Up](#)

Jan 26, 2006

[Jumpstart Automotive Enhancements](#)

Jan 26, 2006

[Yahoo! Search Policy Shift](#)

Jan 25, 2006

[CBS, Warner New Network](#)

Jan 25, 2006

[Google Execs Take \\$1](#)

Jan 25, 2006

[Annual Pay](#)

Jan 25, 2006

[Ask Jeeves Image Search](#)


Jan 25, 2006

[Nine Systems Rich Media](#)

[Toolset](#)

Jan 25, 2006

[News Archive](#) »

[Home](#) | [Marketing Channels](#) | [Media Strategies](#) | [Consumer Strategies](#) | [Search](#) | [Creative](#) | [Research & Metrics](#) | [Industry Issues](#) | [People](#)
[Summits](#) | [News](#) | [Job Connection](#) | [Suggest a Story](#) | [Give us Feedback](#) | 

[Privacy Policy](#) | [How to Advertise](#) | [Free Newsletter](#) | [About Us](#)

Copyright 2005 iMedia Communications, Inc. All Rights Reserved.

Ads powered by: 