

Guide to Turning Holiday Shoppers into
Year-long Customers through
Smart Retargeting



Avoiding the Post-Holiday Season Blues

If you are like most retailers, the holiday season is crucial to your bottom line. Having a good November and December can fill the rest of the year with cheer. Conversely, not hitting your targets could put a chill in your annual forecast.

Taking advantage of all the holiday excitement through smart engagement with your holiday customers and almost-customers can make your New Year's bright. If you've established new customers or had potential customers swing by your website, you should have a strategy in place to market to them throughout the year.

Some of your newer customers during the holidays might not have known of your existence prior to their purchase. They also might be purchasing for someone else. A concerted effort to build their loyalty during the rest of the year can pay off over time.

Others might visit your website and not go through with the purchase at all. 2% of shoppers typically convert to buyers on their first visit to a site. 68% of online shopping carts are abandoned before purchase.¹ This should not be the ending point of your interaction with these people; they are providing you with valuable information that you can use to make the sale later on.

The holidays may be your busiest time, but the bottom line is that whether your sales are setting new records or disappointing, you should be using this time to establish and nurture new relationships with your customers. Keeping in contact through retargeting and emails can be crucial to future sales growth. It's an opportunity to remind individuals about the brand and products you know they had some interest in previously.

If you have the right strategy, backed up with quality data, your hard work now during the holidays can pay off again and again.



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¹ "34 Cart Abandonment Rate Statistics." <http://baymard.com/lists/cart-abandonment-rate>. Baymard Institute. Web. 15 Nov. 2016.

Getting Better Results through Retargeting

Retargeting has become one of the most powerful tools to stay connected and engaged with your audience. It allows you to zero in on the visitors to your website and give them multiple opportunities to come back and make a purchase.

At its simplest level, retargeting involves showing targeted ads to these potential customers on search engines, social media sites and other websites. They can click on the ads and be brought right back to your site.

During the holidays, retargeting can be a highly effective way of completing sales, and reengaging potential customers after the season is over.

One reason is that it adds specific information to your marketing, based on the customer's interests. Visiting your site, viewing items and placing them in their shopping cart, and logging into checkout represent increasing levels of interest in buying from you. In short, a retargeting campaign is highly tuned to respond to that interest as your potential customers go about their day.

Retargeting also gains effectiveness by being placed where your customers are looking. Targeted ad placements deliver display ads on the news sites, blogs and social media sites that your customers frequent.

A responsive website is an important part of your mobile strategy, but you need to go beyond that – with high quality data that enables you to target and respond to the needs of powerful contacts where they are looking. Quality intelligence about your best customers, combined with new information about their digital behavior enables your mobile investment to pay off. Whether you want to deliver a custom mobile experience through the web, social media or mobile apps, starting with an investment in your data will allow you to reach prospects and clients alike with targeted, quality messages.

How Retargeting Works

Retargeting generally works in one of two ways:

Pixel Based Retargeting

This is the most common form of retargeting and allows you to retarget based on nothing more than an anonymous visit to your site. It works by attaching a pixel – a piece of JavaScript also referred to as a cookie – onto their browser. The pixel is tied to the specific items the individuals viewed or put in their shopping cart while on your site. This pixel follows them along as they surf other parts of the web and delivers relevant ads that bring them back to the product they were looking at. This is typically done through Google's display network, Facebook and Twitter.

What platforms should you use for retargeting?



The two main platforms are social media based and web based.



The advantage of social media ads is that they are more interactive and sharable, and allow for more targeted filtering.



Web retargeting on the other hand can create more impressions, because they follow your audience throughout the internet.

List Based Retargeting

Adding data from existing customers in retargeting is called list based retargeting. By uploading list data, particularly email addresses, to a campaign platform like Facebook or Twitter, you can serve retargeting ads to just those individuals.

PROS and CONS of Pixel vs. List Retargeting

	Pros	Cons
Pixel Retargeting	<ul style="list-style-type: none"> • Timely: immediately generated after leaving your site • Specific: tied directly to a product they viewed on your site • Behavior based 	<ul style="list-style-type: none"> • Lower volume at any one time • Time intensive to implement
List Based	<ul style="list-style-type: none"> • Targeted: allows highly customizable criteria • Great for awareness building • Time efficient 	<ul style="list-style-type: none"> • Must have correct email addresses • Requires large lists to be effective

Getting the Most out of Your Post Holiday Retargeting

Not all retargeting is created equal. Your ROI can range widely depending on how well you are responding to your customers. Here are seven ways you can improve your results this holiday season:

1. Build Awareness with Holiday Drop-Ins

Your overall goal will always be to convert your website visitors into customers, but it is useful to understand the way holiday shoppers might be different from your typical customers. They are more likely to be shopping for someone else, more likely to be shopping around, and less likely to be loyal to your brand. This is why using retargeting as an awareness campaign might be more useful after the holidays than a straight conversion campaign.

Awareness campaigns can be served via pixel based lists and re-engage your website visitors to tell them about relevant products, features, or announcements that their browsing history indicates might interest them.

2. Build your List with Pixel Retargeting

As part of the awareness building process, you should also go a step further and lead your past website visitors, who provided limited information, to landing pages where they might provide more information—including email addresses. You can then use list based ads to better qualify those leads. The ads will appear to contacts who gave you limited information and lead them to longer forms with additional fields. Through retargeting, you can not only build a relationship, but also systematically improve the likelihood that you will eventually make a sale.

3. Targeted Discounts

One of the main reasons a customer has left items sitting in a shopping cart is likely price. They want to make the purchase, but in the end they decided they could not afford it. This is a great time to offer a discount code through your retargeting ad or through an email to entice them to come back. You can start at a lower discount immediately after they leave, and then try a larger one after a few weeks.

4. Segment your Audience

Without segmenting your retargeting audience, you are not going to get the best results. You are getting a lot of information based on what individuals are doing on your site, so why not put it to work? The main way to segment is by how far the individual is down the "funnel"—the progression between visiting your site and making a purchase: Matching appropriate content with where your users are in the funnel will increase your ROI immensely.

Another important segment to keep in mind is those who did not spend much time on your website – 10 seconds or less, for instance. This might indicate someone with low interest in your site, and thus spending money on ads for them might be a waste. The best approach would be to test the effectiveness of your ads on different time frames spent on your site. You'll likely find a minimum time where retargeting just isn't effective anymore.



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Upper Funnel	Mid Funnel	Mid Funnel	Lower Funnel
Homepage Only User showed interest in brand but nothing more – target with awareness raising ads.	Category Pages Users show an interest in a particular type of product and can be targeted with ads featuring a number of product options.	Specific Product Page Users show interest in a particular product and can be targeted with an ad featuring just that item.	Shopping Cart/Checkout Users are close to purchasing, but maybe price is an issue. Target with discount options.

5. Combine Email with your Retargeting Campaigns

Did you know that your email campaigns can make retargeting more effective, and vice versa? You can improve effectiveness of both if they are part of an integrated strategy.

For instance, you can target people who open your emails by adding a pixel into the HTML of your email. This will identify those who are interested enough in your products to open your emails, and you can target them with ads later on.



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You can also reach those who are not opening up your emails because they are getting trapped in a spam filter, for instance, by reaching out to them through a list based retargeting campaign through Facebook.

6. Keep your Contacts Clean

When you retarget either through pixel based or list based method, you always want to make sure you are excluding those contacts who have converted into customers. This may seem obvious, but money is constantly wasted on retargeting ads featuring products someone has already bought. For list based retargeting, it's essential that you are starting with quality lists of active emails.

7. Take Advantage of the Whole Calendar

Didn't make your sale in December? There will be other opportunities; and, with retargeting you can make that extra activity work for you throughout the year! Look at your calendar to determine other seasons where you see a peak in interest in your product, and retarget then with a sales offer. List based retargeting can be particularly effective at these times.

Get the Gift of Better Data

When you are re-engaging customers and potential customers after the holidays, having quality data is essential to ensure your campaigns, either through email or the web, give you a high ROI. You can do it with the peace of mind that comes from having a data partner that can help you span the vast array of channels and devices your buyers and prospects are using (including social, display, email, and mobile).

Infogroup provides all the data you need to enrich your files, obtain a 360-degree view of a customer, and deliver your ads across multiple touch points. Working with a data partner like Infogroup can enhance your retargeting efforts with:

More data

Successful email and list based retargeting campaigns require robust data, and Infogroup Media Solutions Audience Xchange is one tool that can help. It brings to market more than 700 predefined, targetable audiences across B2B, B2C, donor, political and other verticals, providing 4000+ online and offline data points, powerful reporting, insights, data and media optimization, and predictive modeling solutions.

Smarter targeting

Predictive targeting enables marketers to precisely match consumers with products and services. The Infogroup team can also provide a host of models that cover a wide spectrum of categories pertaining to buying behaviors and attitudes, even generating look-alike models for advanced ad retargeting.

Enhanced measurement

Infogroup's platform permits offline data to be ingested and tied immediately to online data, creating multiple segments to target—segments that are accurate, descriptive, predictive, and actionable. Your ROI is maximized because you can quickly and efficiently determine what's working and what isn't, and you can adjust your marketing spend accordingly.

Peace of mind

Privacy is always a concern when you are retargeting, and is essential to building trust in your brand. Infogroup ensures that consumer data is collected and onboarded securely and anonymously in an exacting, privacy-compliant environment that applies rigorous rules for protecting Personally Identifiable Information (PII). And, this high-quality intelligence has been cleaned, categorized, and segmented even before being onboarded, resulting in higher match rates and better targeting.

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About Infogroup Media Solutions

Infogroup Media Solutions empowers business, consumer, and nonprofit marketing professionals. Through our innovative data sets, media management, analytics, brokerage services and marketing solutions, we help lower the cost to acquire new revenue and hold on to current customers.

For more information on our data-driven solutions

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