

Messages are more effective when repeated. When consumers are repeatedly exposed to the same ad, it raises brand awareness, which can help you better engage potential customers throughout their decision process and create retargeting campaigns.



### What's Retargeting?

A form of online advertising where ads are served to users who have previously interacted with your brand. Retargeting is an effective tactic to reach users interested in high-value or recurring products and for conversion campaigns.

Retargeting utilizes the user profiles captured by the Choozle Smart Container Tag.

Name	Price	Global Reach	
Choozle Insights Demo Container Tag Site Retargeting Tag	\$0.00	7,000	Add
Choozle Insights Demo Container Tag Site Retargeting Tag	\$0.00	7,000	Add
Choozle Pricing Site Retargeting Tag	\$0.00	310	Add
Best-Targeting-Galaxy Thank You Conversion Tag	\$0.00	108	Add
Best-Targeting-Galaxy Thank You Conversion Tag	\$0.00	217	Add
Best-Targeting-Galaxy Thank You Conversion Tag	\$0.00	185	Add

## How It Works



### Site Retargeting

If you have a long customer acquisition funnel, site retargeting is an excellent way to keep in touch with users after they've left your website. This strategy reengages users while they're visiting other sites across the web.



### Conversion Retargeting

If you want to advertise related products or services to converted users, consider conversion retargeting as a cross-selling tactic.



### Creative Asset Retargeting

With creative asset retargeting, you can target users who have engaged with one of your digital advertising campaigns.



### Notes & Best Practices

- Since retargeting campaigns use first-party data, you can create a retargeting campaign at no additional cost, except for the media platform fee.
- Wait at least 30 days for the Smart Container Tag to collect user profiles before launching a retargeting campaign.
- Enable cross-device targeting to your campaign for an added CPM to expand the reach and available inventory of small retargeting audiences.