choozle

Search Retargeting

Boost your search strategy by incorporating display advertising with search retargeting, a method that targets potential customers based on their online search behavior. By partnering with specialized data providers like Cross Pixel and Datonics, you can create highly targeted campaigns that reach users who are actively searching for products or services like yours. This audience-based targeting approach not only expands your reach but also increases relevance by connecting with users at the most critical points in their decision-making journey.

WHAT'S SEARCH RETARGETING?

Search Retargeting is a tactic that utilizes the search and browsing activity of online users to curate a targetable audience who you can advertise to while they're in-market. Different from site targeting, search retargeting can target users who may not have visited a certain site before but have browsed similar sites and keywords.

HOW IT WORKS

Search retargeting enables the ability to create bespoke audiences for your unique needs. Choozle works with specialized data partners including Cross Pixel, Datonics, and others to create segments based on search behavior which can be used to power search retargeting campaigns. Search retargeting is a great tool for targeting searchers of a client's brand or for competitive conquesting (targeting searchers of rival brands).

To create a list of relevant keywords for your brand or service, including broad, exact, and phrase matches, work with your Account Manager or reach out to the Choozle Support Center. Search Retargeting data providers identify and track search activity from over 650 million users worldwide, capturing the specific keywords users search for in the URL, title, body, and meta tags of publisher sites. This will help you reach customers when they are actively searching for your product or service.

Once the third-party data partner creates a Search Retargeting audience, you can add it to the Audience Builder in the Audience Catalog and save it to your custom audiences for targeting.

NOTES & BEST PRACTICES

- Search Retargeting is available with minimum spend requirement and can be implemented with the help of the Choozle team. Reach out to us to learn more.

- Cross Pixel can craft audiences based on the number of intent signals.
    - If you want to ensure the user is showing intent, we could ask to only include users who have shown at least three intent signals on keywords. Furthermore, Cross Pixel can "score" individual keywords and make some keywords in your list more valuable than others.
    - For example, for a Subaru dealership in Colorado, "car shopping" might be worth one point, "dealership in Denver" could be worth two points, and "Subaru legacy for sale" might be three points. We could then only target users who have accrued five points or more. Cross Pixel recommends this for keyword lists that have a lot of room to scale, so this would likely be best suited for a search retargeting ad group with >$5k-$10k of spend per month.

- Keep in mind the parameters you set for a custom audience before adding additional targeting parameters.

- Allow 10-15 business days for custom audiences to be created.