

Expand your search strategy to include display advertising with search retargeting . Leveraging specialized data partners like Cross Pixel and Datonics, this audience-based targeting approach enables the ability to reach users based on their search queries.



What's Search Retargeting?

Search Retargeting, also known as search targeting, 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, which is part of our custom data solutions, 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 conquering (targeting searchers of rival brands).

Working with your Account Manager or by submitting a ticket to the Choozle Support Center, you can create a list of keywords, including broad, exact, and phrase matches, that are relevant to your brand or service to reach customers at the moment they're actively shopping for your product or service. Search Retargeting data providers identify and harvest the search activity on over 650 million users worldwide and capture the specific keywords users are searching for in the URL, title, body, and meta tag of publisher sites.

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



Notes & Best Practices

- Search Retargeting is a part of Choozle's Supported Solutions and can be implemented with the help of our Client Experience team. Reach out to us to learn more.
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Notes & Best Practices

- Search Retargeting is part of Choozle's Supported Solutions and available with minimum spend requirement. These tactics can be implemented with the help of our account management 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.