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10 BEST REMARKETING STRATEGIES

Article from [Revalsys Technologies](#)

This article explains about the
best marketing strategies

With number of visitors visiting a website, it is not necessary that all of them will convert to customers. But you can make the visitors return to your website with the help of retargeting. An extremely powerful online tool, remarketing allows you to attract visitors with custom made advertisements based on their web activity. Using it on the right way will help you make the most of it.

Discover the best remarketing strategies that help you to target your potential customers better and deliver better output from your remarketing campaign. These are as follows:

- **Reach all your web visitors**

Reaching all your website visitors is one of the most basic but best strategies of remarketing. This means all your website visitors should be able to see your remarketing ads.

- **Determine the pages you will tag**

To make your remarketing campaign successful, you should determine the landing pages you need to tag. These pages are the foundation of your entire marketing campaign.

- **Split up your campaign**

One of the best remarketing strategies is to treat your website visitors differently according to time spent on your website, what pages they browsed, number of pages they viewed etc. Segmenting your customers according to their needs and placing ads accordingly helps in achieving better results.

- **Create multiple ads with different sizes of images**

In order to reach all your visitors, you should optimize your message reach by creating multiple ads with variable image sizes.

- **Re-engage your visitors with abandoned shopping carts**

Most often visitors place items on their shopping carts but don't complete the purchase procedures. This is a wonderful opportunity to reach such potential customers by reminding them about the items on their carts and help them make a purchase.

- **Provide offers for repeat visitors**

You can use offers and promotional coupons to visitors who return to your website and are interested in making a purchase. Such special offers to frequenting visitors' lets you have better conversions.

- **Focus on content and provide information**

To nurture your bounced traffic, you should focus on your content and provide useful information about your brand, products and services. You can make your interested visitors to visit your website and not ask anything in return help in building their trust.

- **Determine remarketing duration**

You should determine the duration of the remarketing campaign. It may vary according to the visitors and the sector you're focusing.

- **Set remarketing frequency capping**

Like duration of the remarketing campaigns, you should set frequency capping for the ads. Setting the number of times your ads get displayed throughout the day, week or month in front of your potential audience is very important.

- **Improvise your message to non-converted prospects**

Changing the message of your ads after a certain period before the non-converted target audience is an important factor to make remarketing successful.



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