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WHAT IS RETARGETING IN DIGITAL MARKETING?

Article from [Revalsys Technologies](#)

This article explains about the
role of retargeting in
Digital Marketing

Have you noticed the banners of a website following you all over the web after you've visited that website?

This is none other than retargeting. If you're running an eCommerce store and not utilising the benefits retargeting offers, you're losing something great. Including this advertising technique to your marketing strategy allows you to target the audience with unique, personalised ads.

What is retargeting?

Retargeting also known as behavioural retargeting or behavioural remarketing is a type of online advertising especially targeted to the customers based on their online behaviour.

Retargeting uses the information that you already possess to market to your website visitors. The information you use is based on their behaviour. The same principle is used in case of onsite behavioural retargeting. You can use the information to target your website visitors more specifically. The main goals of using retargeting in digital marketing are to drive awareness and conversions. Click-through-rate also gets higher with retargeting.

How does retargeting work?

Retargeting which is a cookie-based technology uses simple JavaScript code to follow your audience anonymously throughout the web. When you use this technology, a small, unobtrusive code is placed on the website which remains unnoticeable to website visitors. So, when someone visits your website, the code provides an anonymous cookie.

And when the visitors who have accepted cookies visit your website again, you'll get to know when to provide ads. The performance of the website doesn't get affected by this technique. The entire process is an automated one and takes place in less than a second. By the time the web page loads, the targeted ads will appear alongside the page.

Benefits of Retargeting

In today's business world, retargeting is an integral part that helps in taking the business forward. Retargeting is very effective as it focuses on the audience who already have knowledge about your brand. It works best when used with outbound and inbound marketing.

Here's a few benefits that retargeting ads offer:

- **Generate more sales**

The most important benefit of using retargeting in digital marketing strategy is that it helps in making better sales.

- **Reach interested prospects**

With the help of retargeting you can reach prospects who have showed an initial interest in your brand or offerings. So, rather than reaching people of your prospective audience, you can offer personalised ads to those people who are interested in your products or services.

- **Increase brand awareness**

You can make better brand awareness using retargeting. The time taken to create brand awareness and making purchasing decision by the prospects gets shorter with retargeting.

- **Gain useful insights**

The analytics of the retargeting campaigns, present and previous offer you a roadmap for your future retargeting campaigns so that you can drive better, qualified traffic.

- **Make better cost-effectiveness**

You can reach people who have shown interest in your brand and visited your website at least once with retargeting. The likelihood of purchasing from your website gets higher when you target such people.



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