

# The Seven Types of Effective Retargeting

## Retargeting off-site events

**A prospecting tool.** Add new customers to your funnel who have not previously engaged with your site.

- 1 | Target individuals based on the searches they conducted on Google, Yahoo! and Bing.
- 7 | Target individuals who consume similar content to your existing customers.
- 6 | Target individuals who have interacted with distributed content (a custom Facebook page, an expandable video ad unit or an online game/application).
- 5 | Target individuals who have visited a partner site that shares a similar interest / topic to your own site.

## Retargeting on-site events

**A re-engagement and up-sell tool.** Retain and convert existing customers that have already visited your site.

- 2 | Target individuals based on the specific products viewed, actions taken or actions not taken (such as abandoning a shopping cart).
- 3 | Target individuals based on how they arrived on your site – use the inbound event to better customize messaging.
- 4 | Target individuals who are interacting with your email programs.

