

# THE WORLD OF TARGETING, RETARGETING, AND CRM RETARGETING

Why is Targeting Valuable and What Option Is Right For You?

Your objective: find more effective means to find and market to customers individually and in key segments through display advertising. Your choices:

## Behavioral Targeting



Serve ads to a user based on information collected from that individual's behavior across the web (keyword searches, website browsing). Your audience is created through data made available from third-party providers or a media platform's available behavioral data.

## Site Retargeting

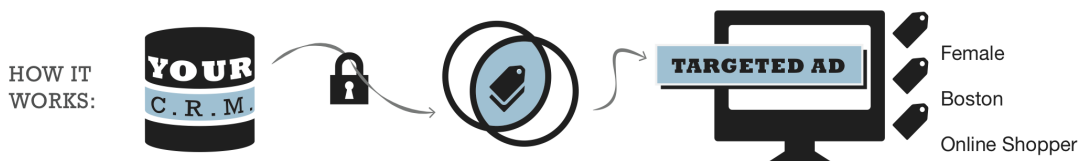


Serve display ads to users anywhere on the web based on their recent action on your website. This allows you to continue engaging site visitors after they have left your site. An audience is created based on your website traffic.

## CRM Retargeting



Serve display ads directly to customers or prospects from your CRM database as they browse the web. Your audience is created based on segments derived from your own customer data; your offline database is "onboarded" -- transformed into anonymous online segments that can be served highly targeted and effective ads. Reactivate lost customers, message prospects, engage in better multichannel marketing. It's a new tool for marketers, but one you'll definitely want to use.



Which approach is right for you? Behavioral and Site Retargeting are effective tools driven by specific online behaviors -- but are limited only to those behaviors that are extremely recent. CRM Retargeting allows you to reach customers from your own database, is not time-sensitive, and is highly complementary to either Behavioral or Site Retargeting.