

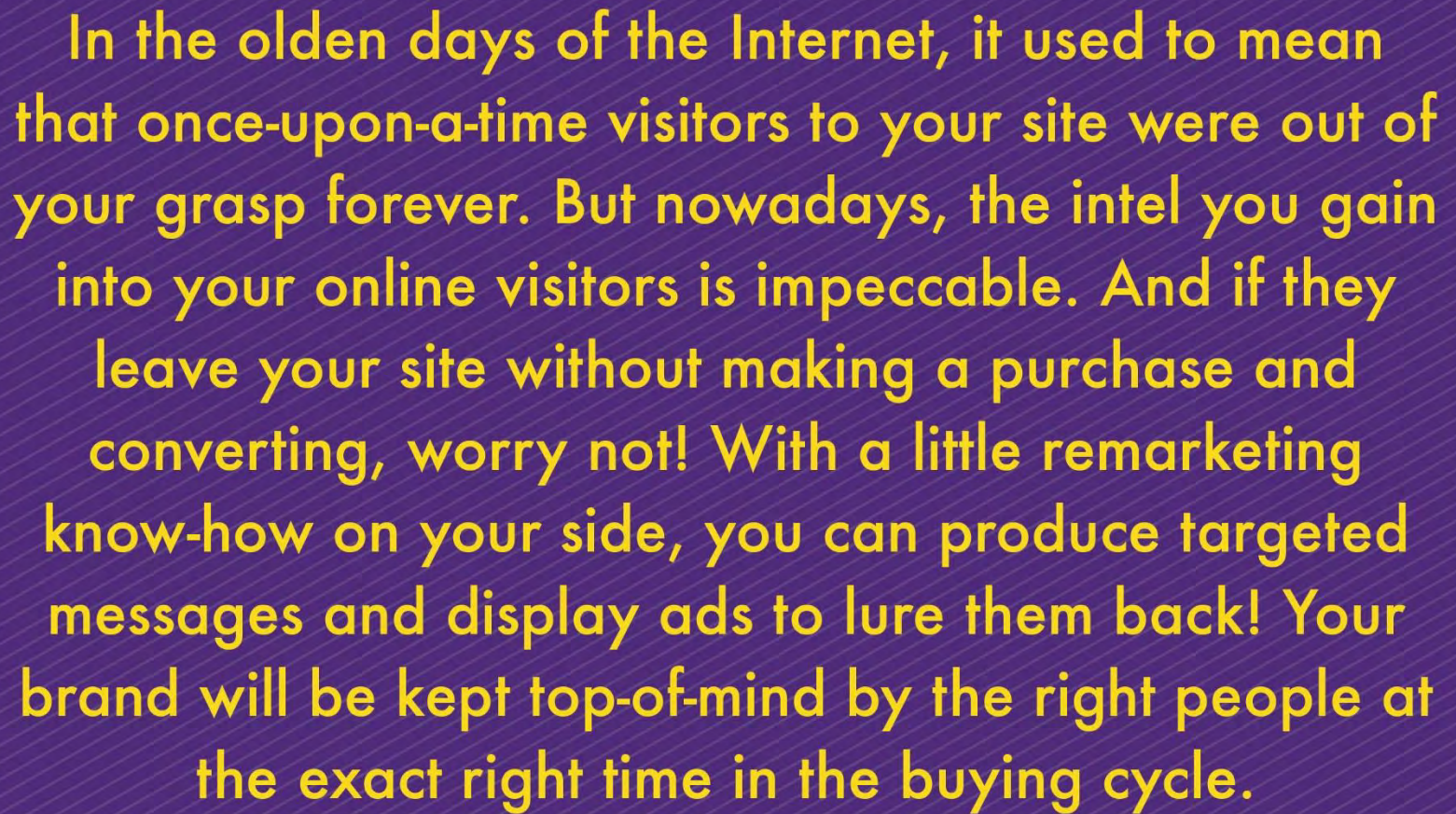


Eye-Catching Online Ads 

THE MAGIC OF REMARKETING 

 *Conversions Galore*



A stylized purple window with a sidebar on the left and window controls at the top. The sidebar contains a circular icon, a rectangular icon, and a yellow button with a mouse cursor. The window has five horizontal bars and three dots in the top right corner.

In the olden days of the Internet, it used to mean that once-upon-a-time visitors to your site were out of your grasp forever. But nowadays, the intel you gain into your online visitors is impeccable. And if they leave your site without making a purchase and converting, worry not! With a little remarketing know-how on your side, you can produce targeted messages and display ads to lure them back! Your brand will be kept top-of-mind by the right people at the exact right time in the buying cycle.

REMARKETING 101:

HOW DOES IT WORK?!

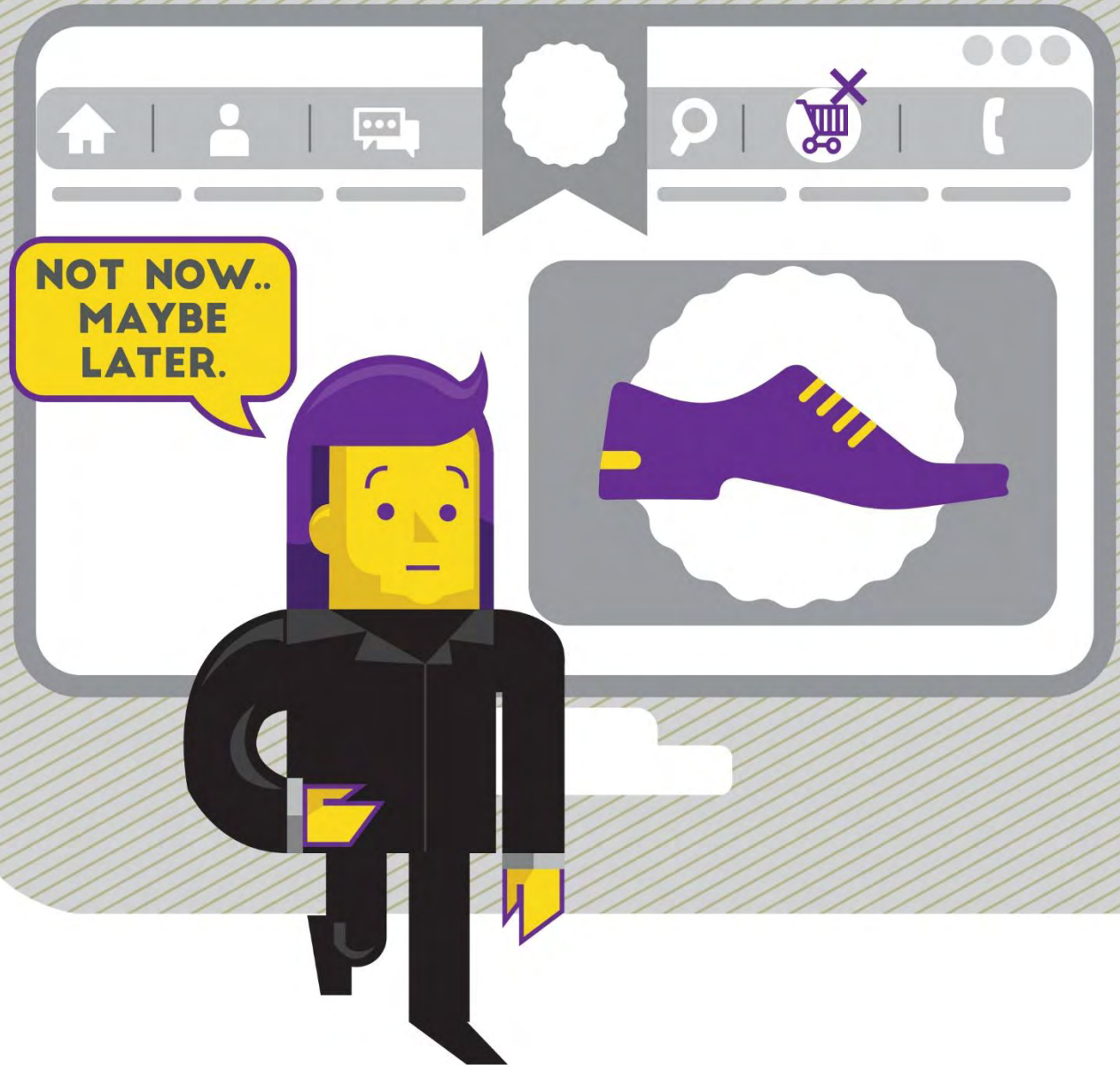


**STEP
ONE:**

*A visitor
sees your
awesome
product online.*

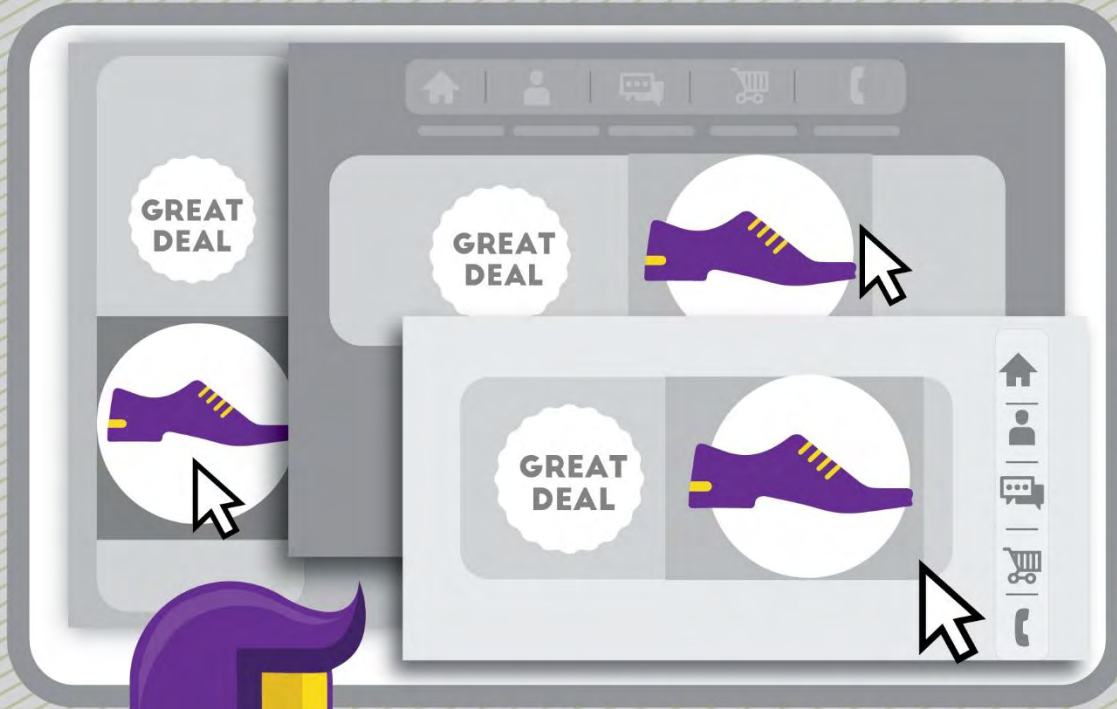
*But they
leave your
site without
making
the purchase!*

**STEP
TWO:**



STEP THREE:

Your product adopts ninja-like qualities and follows them around the internet, keeping your brand top-of-mind on other sites!





The visitor can't get your product out of their head and comes back to your site to make a purchase!

**STEP
FOUR:**

DID YOU KNOW...?

96%



96% of people leave a website without buying anything!

70% of the time people just abandon their online shopping carts!

70%



49% of people will visit up to 4 websites before making a single purchase!

49%



REMARKETING LETS YOU SEGMENT 'N TARGET

Remarketing will let you create customized ads to people in different levels of the buying cycle. You can target:



EVERYONE:

Each and every one of your site visitors.



GENERAL VISITORS:

People who perused your site, but didn't bother look at any product pages.



PAST BUYERS:

Online customers who've purchased an item from you in the past.



PRODUCT VIEWERS:

Virtual shoppers who've checked out particular product pages on your site.



SHOPPING CART ABANDONERS:

People who have visited your site, added a product to their shopping cart, and then decided to jump ship and leave your site without completing the purchase.

ABOUT WSI

WSI is the world leader in digital marketing and we're equipped to implement a full suite of Internet solutions. But, of course, we'll work with you to determine which tactics are best-suited to accomplish your business goals. For more information on the WSI team, check out **www.wsiworld.com**.



SOURCES:

<http://searchenginewatch.com/article/2283444/5-Google-Dynamic-Remarketing-Ads-Best-Practices>

<http://www.digitalinformationworld.com/2014/08/how-to-effectively-use-remarketing-to-increase-your-revenue-infographic.html>