FACTSHEET RETARGETING
REMARKETING WITH A FOCUS ON THE USER

The use of Retargeting technology in performance marketing makes it easier for you to reconnect with potential customers. In classic retargeting, users are shown products they have viewed on your website. Our user-centered retargeting goes beyond the classic approach to conform to the customer's needs. Through the intelligent application of parameters such as frequency capping and behavioral targeting, it becomes possible for you to infer interests, segment users and interact with them in the relevant phase of the customer journey. We are thus able to optimize your ads and serve them with the highest possible relevance such that users are shown personalized advertisements that really interest them. To ensure the maximum efficiency of your Retargeting campaign, we take advantage of our own performance network, through which thousands of high-value websites across Europe are served. In addition, you have the opportunity to deploy cross-channel display advertising, harnessing the reach offered by social media, search, email and mobile.

· **Cross-media optimization:** data-driven, cross-channel optimization

· **Reach bundling:** placement on top AGOF pages, Facebook Retargeting and Google Remarketing

· **Proprietary technology:** application of in-house ad-server technologies with 100k+ of websites and our own optimization algorithms

· **User-centered delivery:** consideration of entire customer journey and not just in-shop behavior

· **High-level security and quality:** adherence to frequency capping and retargeting data protection rules; control and visibility tracking

· **Comprehensive service:** custom production of premium-quality banners consistent with your CD and customer service

Summary:
User-centered Retargeting takes advantage of data-driven online marketing, which currently offers advertisers enormous, unused potential by placing the focus on the user's motivations and needs. That enables you to transform potential buyers into customers and customers into fans. Through dedicated KPI optimization, campaign performance and ROI will be increased.

The Reach Group's goal is to make digital communication more efficient and effective. The core of this strategy is a steady focus on the end customer. Advertising methods dynamically address the personal needs of the consumer within the customer journey while taking into account current data protection regulations. The process starts at the first moment of contact with a brand, continues throughout the purchase decision process and goes beyond to the establishment of long-term brand loyalty.

The Reach Group
Digital Performance