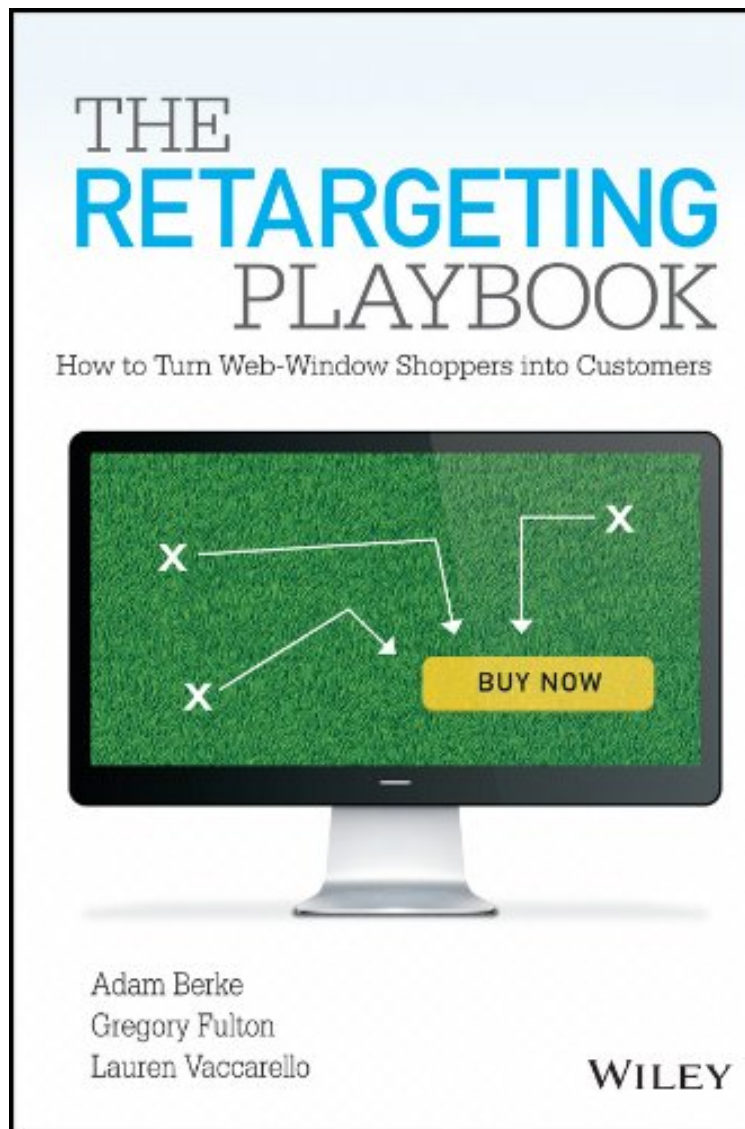


[Get free] The Retargeting Playbook: How to Turn Web-Window Shoppers into Customers

The Retargeting Playbook: How to Turn Web-Window Shoppers into Customers

Adam Berke, Gregory Fulton, Lauren Vaccarello
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Adam Berke, Gregory Fulton, Lauren Vaccarello : The Retargeting Playbook: How to Turn Web-Window Shoppers into Customers before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Retargeting Playbook: How to Turn Web-Window Shoppers into Customers:

6 of 6 people found the following review helpful. What more can you ask? By Paul Isaac Okay, this is a bit of a specialised subject so if I'm lucky this review will be read by up to three people. Anyway, it does what it says on the cover. Written by the guys from AdRoll, essentially a remarketing company, this lays out how to do remarketing,

along with techniques, background, everything. What more can you ask? I'd already done remarketing through Google, but I didn't have the perspective on what I was really doing. The Retargeting Playbook filled in the gaps.

3 of 3 people found the following review helpful. Outstanding book on retargeting

By Customer This is one of the very few retargeting books there are, fortunately it's an outstanding one. All Digital Marketers spend heavily to bring valued prospects to our sites. One proven method to bring a valued prospect back is retargeting, and this book explains how to do it right. The first few chapters cover the basics; the middle chapters cover advanced retargeting strategies; and the last few chapters cover specialized topics such as measurement and attribution, retargeting and mobile/social media, and aligning E-mail and retargeting strategies.

Chapter 9 on Business Model Evolution discusses how different pricing models create distinct incentives for retargeting vendors; this chapter alone is worth buying the book. As a digital marketer in a large international company, I found the book very valuable and its helping us to improve our retargeting practice.

One final note, the authors work for retargeting company Adroll, so they have a legitimate interest in presenting retargeting's best face; I find they make a pretty good and unbiased case. Congratulations and thanks for writing a fabulous book.

1 of 1 people found the following review helpful. Awesome Manual For Instant Advertising ROI!

By Kindle Customer Here's the deal: your business spends a great deal of time and money on attracting potential clients. This could happen via SEO, PPC, blogging, social media or direct mail. But guess what happens next: 97% of the people you worked so hard to attract leave your site without opt-ing in (or making a purchase, never to return. That sucks. And now you can nurture these folks (that have been proven to be ideal clients- just not ready to get married on the first date) for pennies on the dollar with highly targeted messaging that's relevant not only to them but where they are in your buying funnel. And that totally rules. Read this book now!

I found this book extremely informative and well laid out. The book starts out with a great crash course on the history and mechanics of display advertising and digital media buying, from individual sites to ad networks and exchanges, providing a great primer for newbies. The book quickly switched gears to cover cutting-edge FBX (Facebook Exchange), Facebook Marketplace and Twitter's new remarketing offering, as well as best practices, strategies and METRICS. And this is where the book really shines- breaking down simple but powerful frameworks for measuring your marketing ("when you know you can spend \$1.00 and get \$2.50 in return, you can scale and out-buy your competition (paraphrase). Of course the book is littered with Ad-Roll NLP Jedi tricks, but so is Inbound Marketing, ReWork or any other book published by start founders. Adroll is one of few companies with their own RTB logic and Facebook FBX approval. Read the book Your business will be stoked and your competitors will cry. Cheers,

Aaron

How to reach the 98 percent of people who leave your website without converting sales

The Retargeting Playbook is a complete guide for digital marketers about how to reach the 95 to 98 percent of people who leave a brand's website without converting. Retargeting gives advertisers the ability to stay in front of those people to bring them back and close the deal. For that reason, retargeting has emerged as a must have marketing channel, yet there is a lack of content that explains how the technology actually works and best practices for using it. Even marketing managers at large, sophisticated brands and agencies don't have a strong grasp of this evolving channel, and there are few good neutral sources on the topic. Meanwhile, retargeting is the cornerstone of any holistic digital advertising strategy since it improves the results of every other channel if implemented correctly. Unfortunately, most marketers are only utilizing the most rudimentary retargeting tactics and barely scratch the surface of its potential. Explains how to stay in front of potential customers and convince them to come back and close the deal

This book will be required reading for media buyers at digital agencies, in-house marketing managers at companies in any vertical, performance marketers, and ecommerce managers.

From the Inside Flap

Getting customers to your website is only half the battle. The question is, are they converting? In *The Retargeting Playbook: How to Turn Web-Window Shoppers into Customers*, industry thought leaders Adam Berke, Greg Fulton, and Lauren Vaccarello discuss how retargeting (or remarketing as it is sometimes called) can be used to increase conversions and win customers that would have otherwise been lost. Many people visit a website but only comparison shop or get distracted instead of buying. Advertisers can gauge buying intent from the visit, but can they use that information in an intelligent way to increase the likelihood of a conversion? By learning the technology of retargeting and the best practices for using this marketing strategy, advertisers can bring these people back and close the deal. Based on hundreds of thousands of retargeting campaigns across all industry vehicles, *The Retargeting Playbook* pulls together real-world case studies from leading brands to discuss proper use of the technology and make it accessible to marketers at companies of all sizes. It is more than just showing ads to people who have already visited your website; it is using the right skills and knowledge to unlock the opportunities that make retargeting an effective marketing practice. Retargeting is the cornerstone of any holistic digital advertising strategy. Historically only available to large brands and agencies, retargeting can improve the results of every other marketing channel if it is implemented correctly. But marketers who currently use it are often employing rudimentary tactics that barely scratch the surface of its potential. Berke, Fulton, and Vaccarello want to share the retargeting secrets that have been locked up for years with technology vendors and a few savvy ad agencies. Built on decades of experience, *The Retargeting*

Playbook is the only neutral, authoritative resource on the market to explain how retargeting technology works and how to properly use it to positively impact your bottom line. From the Back Cover PRAISE FOR THE RETARGETING PLAYBOOK

“I LOVE this book. Do you like destroying your competition? Well I do. And to do that it’s helps to have some sophisticated arsenal in your weaponry. Let them bring their pea shooter to the battle. I bring the big guns. If you enjoy topics like bottom funnel segmented nurturing via retargeting then this book is for you. Or if you just like to make more revenue then this book is for you. Lauren, Adam, and Greg are experts on the topic and give you the knowledge you need to dominate.” — Bill Macaitis, CMO, Zendesk

“How do you focus on 100 percent of your prospects? You get fantastic at identifying those that don’t convert right away, and deliver timely and relevant ads that remind them of your value. Still don’t know how? Let Lauren, Gregory, and Adam help you out with this excellent how to guide!” — Avinash Kaushik, Digital Evangelist, Google

“Anyone looking to grow a business should read this immediately. Retargeting is now an essential online channel and this book teaches you everything you need to know to run successful online campaigns. I highly recommend it!” — Craig Swensrud, Founder, GetFeedback

The Retargeting Playbook teaches must-have marketing tactics—basics to advanced—for anyone doing business online. It’s a comprehensive overview of retargeting from experts with authority, and should be required reading for any digital marketer.” — Jared Kopf, Entrepreneur, CEO and Angel Investor

About the Author ADAM BERKE (@adamberke) is an online advertising industry expert and President of AdRoll. He is part of AdRoll’s founding team and is passionate about performance, advertising, and marketing analytics. Adam is a guest author for ClickZ and AdExchanger, as well as a frequent speaker at industry events such as SES, SMX, OMMA, South by Southwest and ad:tech. Prior to AdRoll, Adam helped to launch the CPL network at Aptimus, a publicly-traded ad network acquired by the Apollo Group. Outside of work, Adam is an avid surfer, kiteboarder, and barefoot runner. He lives in San Francisco.

GREGORY FULTON (@gregfulton) creates cutting-edge display products that are simple, scalable and effective as AdRoll’s Head of Product. During AdRoll’s earlier days, Greg was tasked with building an advertising operations department able to service thousands of advertisers. In doing so, he gained intimate knowledge about what truly successful retargeting campaigns can do for clients. Prior to AdRoll, Greg managed marketing communications at TechTribe, a career networking portal. Greg lives in San Francisco and has three passions outside of online advertising: surfing, mountain biking, and skiing.

LAUREN VACCARELLO (@laurenv) is a digital marketing thought leader, author, and AdRoll’s Vice President of Marketing. Well-versed in running both online and offline marketing campaigns, Lauren also coauthored the highly-regarded book Complete B2B Online Marketing. Prior to AdRoll, Lauren led online marketing at Salesforce, the market and technology leader in enterprise cloud computing. She was a member of the Google Tech Advisory Council and is a popular speaker at industry events such as ad:tech, South by Southwest, ClickZ Live, eMetrics and the Online Marketing Summit. She lives in San Francisco and enjoys boxing, pilates, and swordfighting.