EXAMPLE RETARGETING SCENARIO

Take control over each step of your customers’ journey!

INTERESTED IN NEW COLLECTIONS

For a specific period of time, you can display new collection’s products from the category that interests the user.

NEW VISIT

INTERESTED IN WOMEN CLOTHES

For a specific period of time, you can display a women collection theme to make your campaign stand out.

NEW CUSTOMER

LOWER ROI

To reach a new customer you can lower target ROI, increase CPC rates and display ads much more intensively.

STANDARD ROI

Over time, you can set up standard target ROI and CPC rates.

On each stage of the customer journey, you can decide which type of creatives should be displayed on the creatives.

On each stage of the customer journey, you can decide which type of categories or specific products should be displayed to the user.

You can set up not only different products and creatives but also other parameters, e.g. performance targets for each customer segment.