

Facebook re-targeting

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Believe in re-targeting. Although it is a relatively old technique, re-targeting has not taken the full step into social media. And now Facebook has allowed external companies to re-target on their network. This makes it easier to create scaled campaigns for advertisers, and DQ&A Media Group is proving their success.



Re-targeting is the practice of delivering customized ad content based on, for example, the previous websites a user visited. This form of behavioural re-targeting is gaining in popularity thanks to its possibilities and scale. Other behavioural marketing techniques use targeting based on factors like geography, demographics or the surrounding content, this, in combination with social media will become the ultimate audience capturing technique.

It is all about transparency, efficiency, scalability and the right targeting. With the new possibilities to re-target audience on Facebook scalability is growing. Meanwhile it also helps Facebook to serve more relevant ads on the timeline of their users, seems like a win-win situation, is it? We think it is, definitely for advertisers. Here's why:

Why should you use social re-targeting?

When online, users only spend about 5% of their time on search engines. The bulk of their time is spent browsing other sites, but no search engine or other site keeps a user more than 7 hours a month connected, like Facebook does. The ability to deliver targeted messages to these very highly targeted visitors ensures stronger results and higher conversions.

Facebook re-targeting audiences

The targeting choices available through our solutions enable you to deliver a more relevant message to your customers on Facebook by using data to target and re-target Facebook users on the network, and elsewhere, you will expect higher click through rates and ultimately higher conversion rates. So called "drop offs" or "bounced users" will turn into a goldmine. New audiences can be found and turned into valuable customers. Helping the decision process by re-targeting with promotions and/or discounts, or to promote repeat purchases by showing complimentary products to the one(s) a visitor has purchased. More possibilities to re-target users on Facebook will come available in the coming months. So keep a keen eye on our blog to stay up to date with the future possibilities on how to reach Facebook users on, for example, their mobile devices.

Take a look at our factsheet for all re-targeting possibilities we offer:

<http://www.dqna.com/uploads/2012/09/dq-a-advertisers-audbuying.pdf>

Read more on adexchanger:

<http://www.adexchanger.com/agencies/how-agencys-are-tapping-facebooks-exchange/>

<http://www.dqna.com/en/blog/94-facebook-re-targeting.html>

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