

# 6 KEY QUESTIONS TO ASK YOUR RETARGETING PROVIDER



Sophisticated marketers are catching on that handing over entire retargeting campaigns to a third party is a fast way to lose control of what should be a core competency of their organization.

Every marketing team should be asking their current retargeting partner these six questions. Their answers (or non-answers) will speak volumes about the common ploy of keeping data hidden to retain control of the partnership.



## 1. What percentage of my ad budget is being spent directly on media?

Why it's important to know this:

Retargeting providers are known for charging up to 60% over your media costs. They are able to generate larger than usual margins by charging advertisers a specified rate for media and then capture the arbitrage spread between what you pay and the actual media cost.

## 2. How do you measure the incremental revenue that resulted from my retargeting campaigns?

Why it's important to know this:

Retargeting providers focus your ad spend on consumers with the highest organic conversion rates and then take credit for those purchases via last click attribution. This tactic artificially inflates the impact of your retargeting and wastes money on consumers who were already predisposed to buy your products.



## 3. Can I see a list of the websites my ads are running on to see how efficient my media spend is by publisher?

Why it's important to know this:

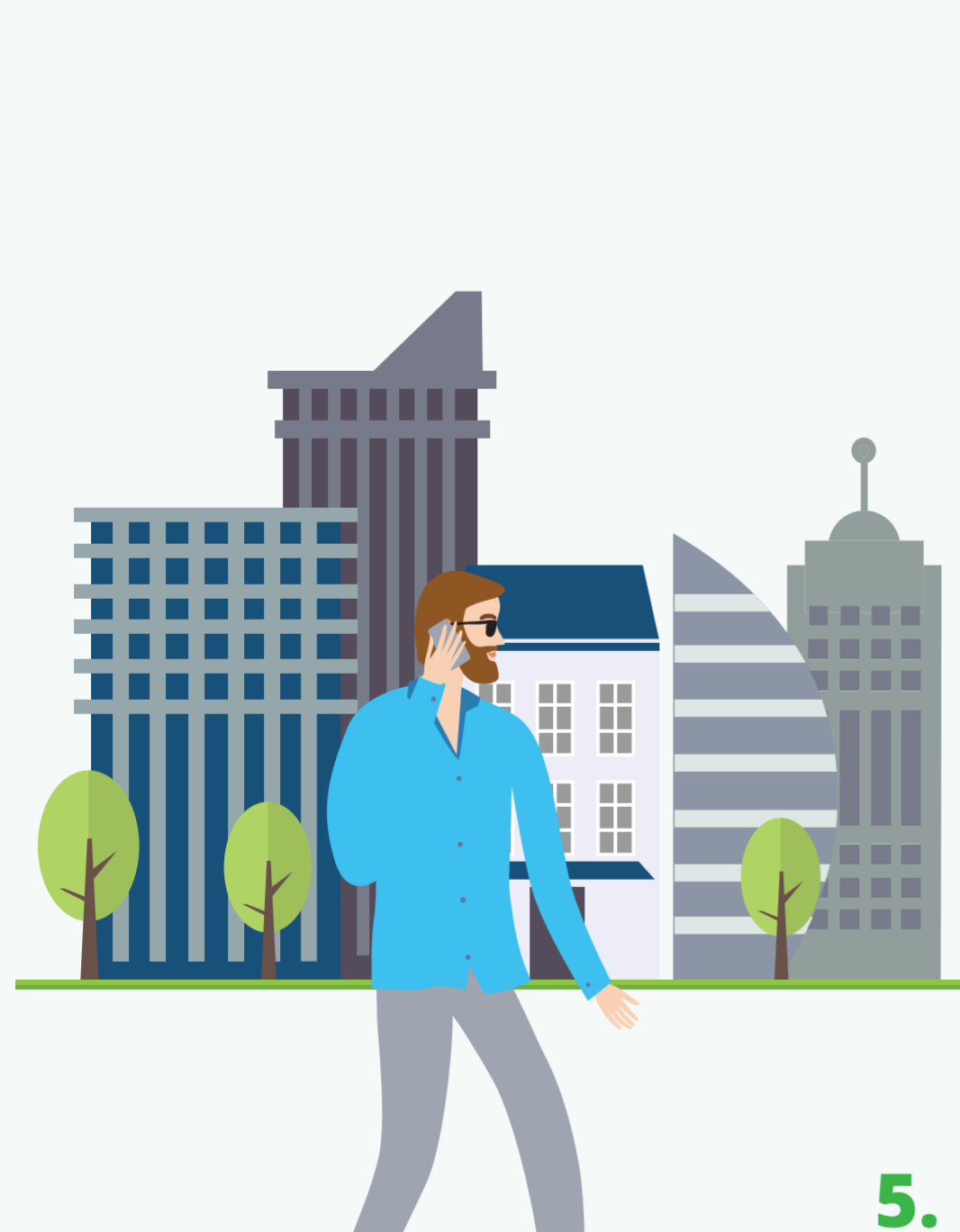
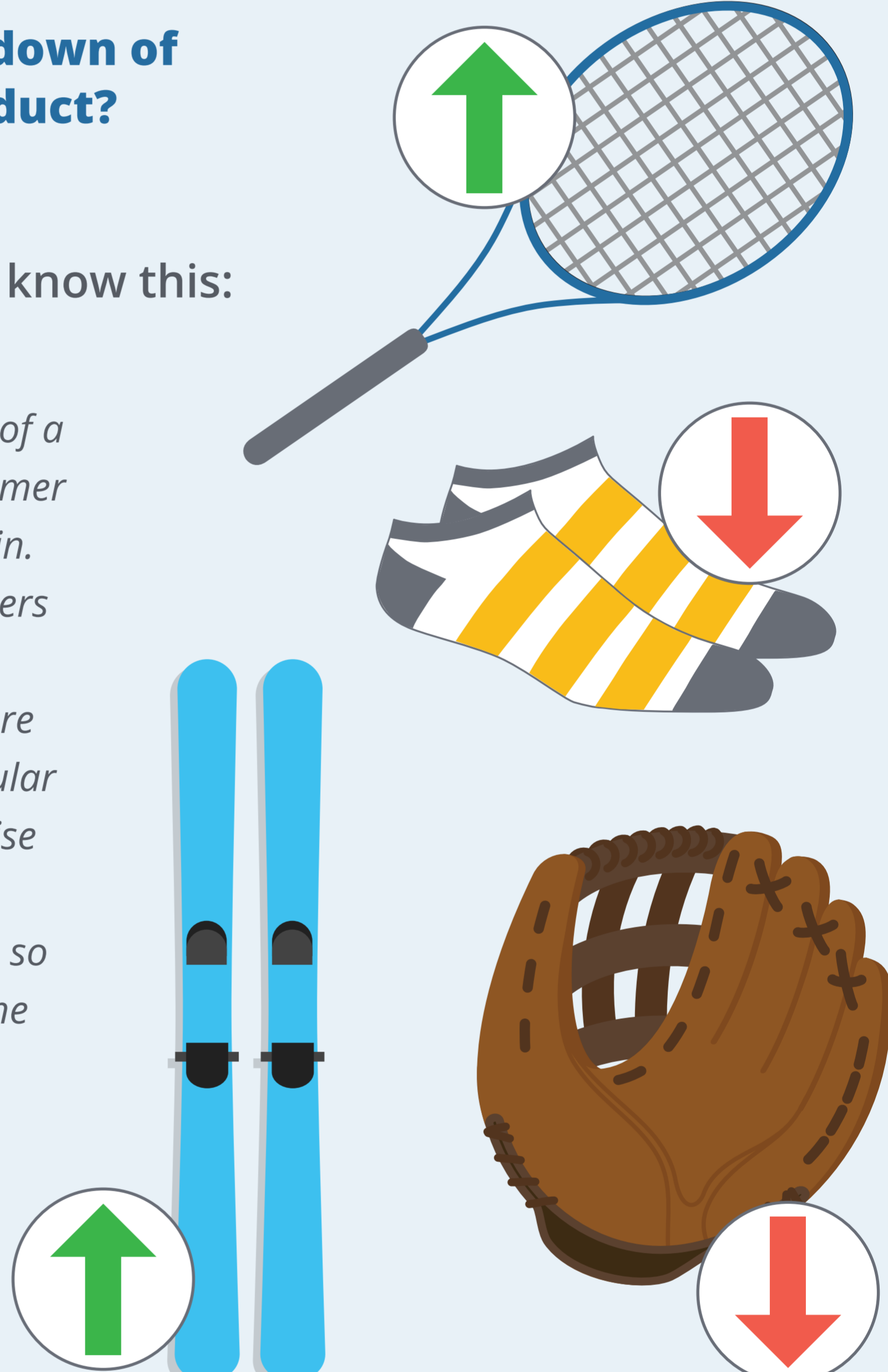
Programmatic retargeting allows you to reach consumers on websites both big and small. Oftentimes retargeting providers purchase inventory on smaller, obscure sites that have much lower CPMs than, say, a CNN.com, even though the larger, more reputable sites are driving most of your ROI. Keeping you in the dark allows providers to pocket the difference.



## 4. What's the breakdown of my ad spend by product?

Why it's important to know this:

Retargeting ads promote products -- through the use of a product feed -- that a consumer has already shown interest in. However, retargeting providers give you little to no control over the ability to spend more or less on promoting particular products. They often advertise products that already have high organic purchase rates so they can "claim" credit for the purchases.



## 5. Can I see the demographic information of the consumers I'm targeting?

Why it's important to know this:

It's critical to know demographic data and purchase history of your target personas so you can avoid advertising to one-off purchasers and instead serve ads to people who have higher lifetime values and are most likely to be influenced by your ads.



## 6. Which ad sizes and creatives have been most effective in terms of driving sales?

Why it's important to know this:

You always want to know performance results for ad sizes and different creative styles so you can accelerate ads that drive purchases and adjust or eliminate ones that don't. Leaving creative decisions up to a retargeting provider not only gives you zero control of keeping your ads on brand, but is yet another way retargeting providers can control your advertising and keep you in the dark.

