



AUDIENCE SOLUTIONS FOR RETARGETING

Create more effective retargeting campaigns with the most reliable source of real-time visitor intent data

IPERCEPTIONS' AUDIENCE SOLUTIONS ACCURATELY LABEL YOUR VISITORS WITH INTENT DATA BASED ON THE VOICE OF YOUR CUSTOMERS.

Why use iPerceptions intent segments?

Stated intent is more accurate

Because visitor intentions are gathered from a small sample of your own visitors, iPerceptions' segments are more accurate than trying to infer from behavior alone. In fact, working with our clients, we have seen that inferring intent from behavioral data might be wrong more than 56% of the time.

Real-time data

Other sources of data don't stay fresh. Our data is always up-to-date and evolves over time as visitor intent changes. This data is always available in your marketing systems to act on in real-time as actions happen.

No maintenance required

Behavioral rules can become very complex and are hard to maintain over time. Our technology constantly learns and updates itself for the most accurate audience segmentation, even as your site changes.

GET SMARTER RETARGETING SEGMENTS

Behavioral data alone doesn't tell you what your visitors want right now. When creating audience segments, it requires you to **assume** your visitors' intent, leading to misaligned retargeting efforts that leave conversion opportunities on the table.

iPerceptions' Audience Solutions recognizes the intent of your visitors so you can **get smarter retargeting segments** and improve the effectiveness of your retargeting campaigns.

KEY BENEFITS

Optimized Retargeting

Choose creatives and set bids based on user intent (Purchase / Research / Support)

Efficient Spend

Eliminate budget waste by bidding only on users whose intent is important to you

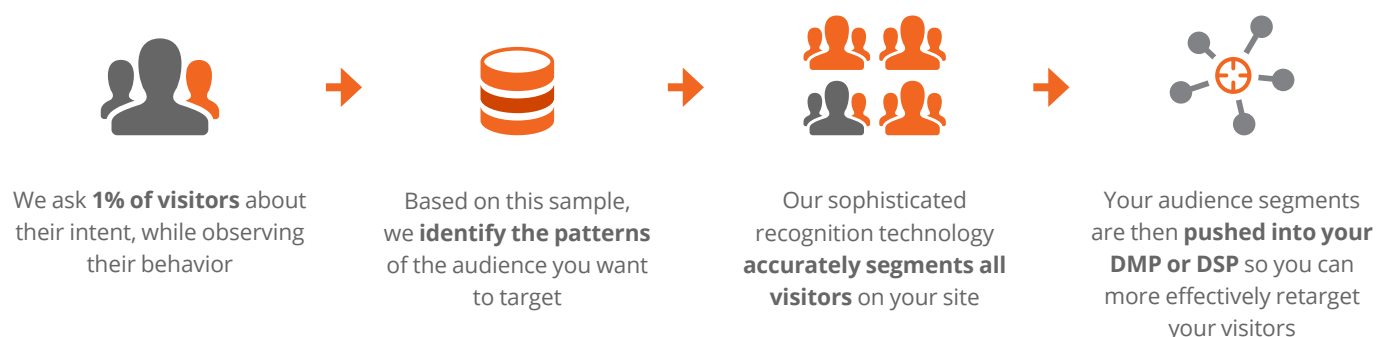
Improved ROI

Increase CTR and conversion rate using messaging aligned with intent segments in your marketing campaigns


iPerceptions helps the world's most respected brands become customer-centric organizations by leveraging the voice of their customers.



HOW IPERCEPTIONS RECOGNIZES THE INTENT OF YOUR VISITORS:



ALIGN BIDDING STRATEGIES TO CAMPAIGN OBJECTIVES BASED ON VISITORS' RECOGNIZED INTENT

RECOGNIZED INTENT	CAMPAIGN OBJECTIVE	MESSAGE / CONTENT	BID LEVEL (CPM)
PURCHASE	INCREASE CONVERSION	<ul style="list-style-type: none">Special Offers / PromosCouponsPrice Comparison	-  +
RESEARCH	EFFECTIVE LEAD NURTURING	<ul style="list-style-type: none">Product AwarenessCompetitive ComparisonProduct Specs / Options	-  +
SUPPORT	INCREASE RETENTION	<ul style="list-style-type: none">Live Support / Contact InfoSupport Topics / SearchCommunity Knowledge	-  +

IPERCEPTIONS IS FLEXIBLE TO YOUR NEEDS, INDUSTRY AND OBJECTIVES, AND CAN RECOGNIZE A VARIETY OF QUALIFIERS, INCLUDING:

- ① INTENT TO PURCHASE ② AT-RISK PURCHASERS ③ PURCHASE HORIZON

SCHEDULE A DEMO
TO LEARN MORE ABOUT AUDIENCE
SOLUTIONS FOR RETARGETING

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