

Retargeting is Not



Audience Targeting

Retargeting might be popular as a lower-funnel online marketing strategy to reach a large pool of audiences. However, it might not be the best way to effectively target and deliver personalized messages.

1 When Does Retargeting Become Stalker-Like?

One of the biggest consumer complaints about retargeting is that advertisers are trying to get you to buy another one of the products you have already bought. Retargeting is not exactly audience targeting and it is easy to confuse the two. A user may have visited a website purely by:



Accident



Curiosity



Example:

If a man clicked on a website that his wife sent him about an interesting product, it does not necessarily reflect his intent to purchase.



This ad might then follow the user around on other websites like a “stalker”.

2 Why is Retargeting Not Audience Targeting?

Audience targeting is completely different to retargeting.

Audience Targeting



Precise reach and personalized



Relevant ad to right user at the right time, in the right location



Personalized ads for consumer

VS

Retargeting



Broader reach & less personalized



Serving irrelevant ad to the wrong user



Consumer backlash against ads and the rise of ad blocking

Resulting in...

About Eyeota

Eyeota is the global leader for local audience data with over 1.8 billion unique profiles. Eyeota provides marketers with the data they need to reach the right online audiences and cut campaign waste whilst also enabling publishers to monetize their audiences more widely. In addition, our data delivers deep audience insight to both marketers and online publishers to help them understand their customers in a new way – as human beings. Eyeota supplies third party audience data to all major global and regional ad buying platforms, DSPs and ad networks. The company was founded in 2010 and has offices in Berlin, Düsseldorf, London, Melbourne, New York, Singapore, Sydney and Tokyo. To find out more, visit:

www.eyeoata.com