

RETARGETING STRATEGIES

FOR PRO AFFILIATES



— Our Hosts



Konstantinos Kafkalias

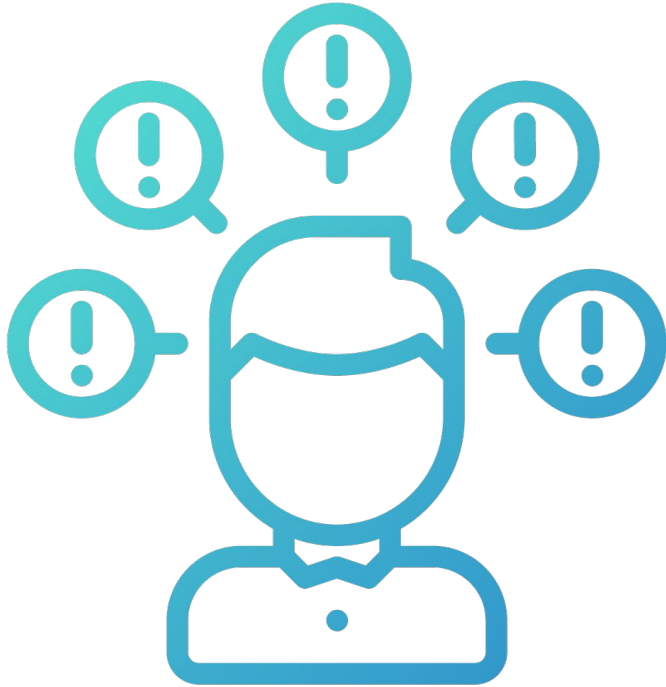
**THAT PUSH
GURU**



Fedor Tomashevich

**THAT SMART GUY WHO
OPTIMIZES WELL**

— Before We Begin:



- If you spot any issues with sound or video, let us know in the chat
- Q&A session is in the end of the webinar
- We'll send this PPT to your email
- Useful links in the chat – don't miss!
- **Join our Telegram chat!**

— Our Agenda

- What can «**Audiences 2.0**» do and why should you bother with **retargeting**?
- How to **set up retargeting audiences**?
- Using retargeting for **key verticals**
- **The 4 ways** to build an audience
- How to retarget audiences **collected on FB and Google**
- **Q&A Session**

AUDIENCES 2.0 & RETARGETING



— Why Should You Bother with Retargeting?

- **Higher CTR & CR** = More money & hotter leads
- **More in-depth audience segmentation** – you can tailor ad copy and images based on what landing page or offer users were initially interested in
- **A great alternative to interest & look-alikes targeting** – create audiences based on verticals
- **Interact with the funnel** – exclude/include the deposited/purchases, use them in another campaign or in the same one



DO YOU USE RETARGETING?

SHARE YOUR EXPERIENCE
IN THE CHAT :)



+



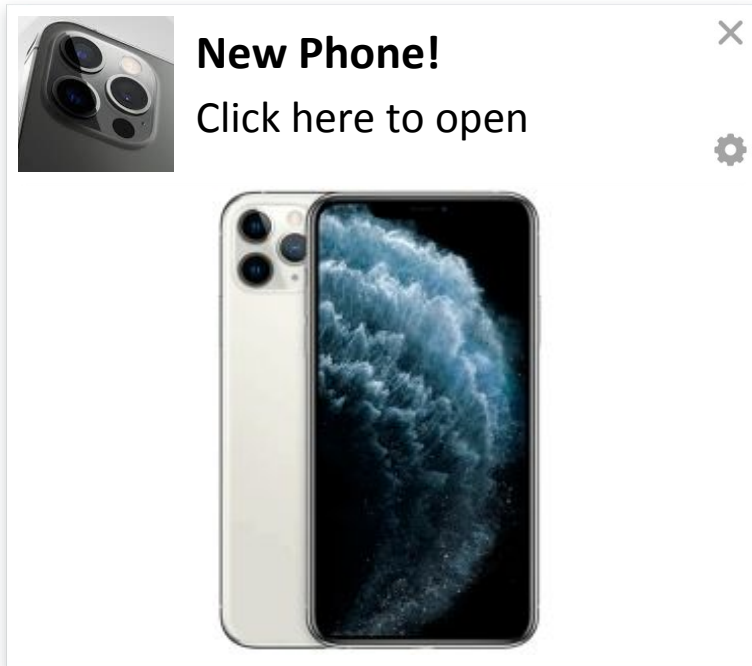
— How Does Retargeting with Audiences 2.0 Work?

Audiences 2.0 – a set of tools aimed at helping you create custom audiences and make your targeting more precise.

With **Audiences 2.0** you can build retargeting campaigns based on:

- Clicks (**Push & Interstitial**)
- Engaged visits (= viewability)
- Converted users (Leads via postback S2S)
- Retargeting pixel

Compare Results: Regular Campaign vs. Retargeting Campaign



	Without Audience collected	With Audience collected
Clicks	73 348	32 920
Revenue	\$8.00	\$40.75
CR	0.04%	0.74%
CTR	10.085	14.864
CPM	0.011	0.184

HOW TO SET UP RETARGETING AUDIENCES?



— First, We Need to Create an Audience

Collect an audience for retargeting ▼

Create a retargeting audience based on this campaign

Do not collect

Collect users who clicked on the ads in this campaign ?


Collect "Engaged Users" (were interested in your landing page) ?

Collect users who completed conversions in this campaign ?

Audience name

Create new or select the existing one ▼

You can have 15 unique audiences

 Make sure to add a Viewability pixel to your landing page

We will start collecting your audience after you launch the campaign. This audience will appear in [the "Audience" section](#), and you will be able to target it.

Audiences moved to the campaign creation form – find it in the targeting section

- You can create up to **15 audiences**
- Audience duration is **90 days**

— First, We Need to Create an Audience

You can now **exclude audiences** or add several audiences

Audiences

Show ads only to the users who visited your website earlier. [More about Retargeting.](#)

What Else Can You Do with Your Audiences?

You can **delete audiences**, but be careful once deleted – it cannot be undone

Note that **you can't download or migrate audiences to other networks*

Audiences

Create custom audiences to show ads only to the people who visited your website earlier. [More about Retargeting.](#)

ID	Name	Audience duration ?	Daily Reach ?	Created	
[blurred]	[blurred]	30 days	[blurred]	23/08/2017	<> Get code
[blurred]	[blurred]	30 days	[blurred]	10/08/2018	<> Get code
[blurred]	[blurred]	30 days	[blurred]	29/08/2017	<> Get code
[blurred]	[blurred]	30 days	[blurred]	05/07/2018	<> Get code
[blurred]	[blurred]	30 days	[blurred]	05/07/2018	<> Get code

USING RETARGETING FOR KEY VERTICALS



— Verticals, Segmentation & Retargeting



eCommerce. Use it to recover abandoned carts, upsell, and collect audiences interested in certain goods or events (sales, holidays). Use sale audiences for other brands, exclude them to attract only new users + direct linking for particular goods, once you gather a specialized audience



Dating. Collect male/female audiences, segment by intent (e.g., finding love, elite dating). **Registrations → purchase, get them back on the site**



Sweepstakes. Group users based on items promoted (gift cards, phones, other electronics)

— Verticals, Segmentation & Retargeting



Utilities. Segment by user intent (performance boosters, cleaners, VPN, etc.). Exclude installs – separate campaigns to finish with the trial. Once purchased – remove or use them all in the new brand. If the trial finished – use this audience to prompt them to install other apps



iGaming. Here you can group users by sports, by game types, by GEOs. Gather users on specific pre-landers to gauge interest. Cross-format interactions – send direct promo codes, etc



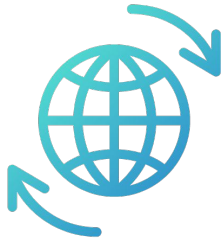
Finance. Collect audiences by niche (forex, loans, etc.). Push users through the funnel: registration – demo account – real deposit

RETARGETING METHODS



— Why should you discover **COLD** audiences first?

You should constantly «refresh» your audiences, meaning, you need to discover **COLD** audiences first.



Target **wide** audience
– cold traffic

Low bids



Collect audiences, segment
your traffic = **warm** leads

E.g., «people interested in finance», «people who clicked on sweepstakes», «viewed dating pre-lander», etc



Target specific segments with
personalized campaigns

Play with creatives & funnel;
Increase the bids

— Is Retargeting Audience More NARROW?

Most of the time – YES! So, you shouldn't forget about:

- Changing your creatives **MORE often**
- Planning **adequate bids**
- Always compare the performance: **Cold traffic VS. Warm traffic**
- Your retargeting audience should consist of at least **100 users**
**Note that not 100% of them will be available again*
- **Don't stop collecting audiences**

— #1 Targeting Engaged Users (Recent Views)



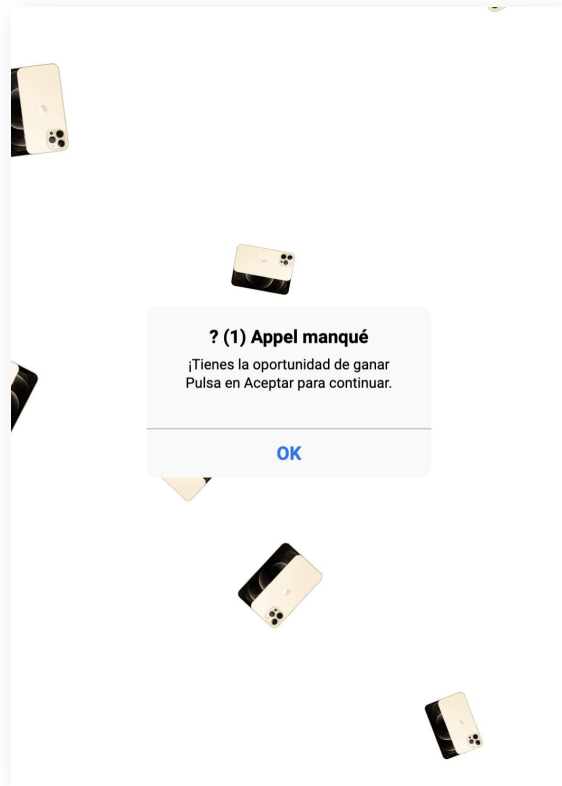
Formats: OnClick / Push / Interstitials

Audience segment: warm potential leads (they scrolled or spent certain time on your landing page or a pre-lander)

- These users are at least interested in the content – you can use this audience for another offer from the same vertical

How it works: «Collect Engaged users»

#1 Time to See the Stats



	Without Audience collected	With Audience collected
Clicks	108 190	30 312
Revenue	\$756.77	\$409.77
CR	0.05%	0.82%
CTR	7.287	11.318
CPM	0.51	1.53

— #2 Audience Based on Clicks

Formats: Push, Interstitials

Audience segment: HOT leads that are likely to convert

How it works: «Users who clicked on the ads in this campaign»



#2 Time to See the Stats



	Without Audience collected	With Audience collected
Impressions	1 805 830	235 364
Revenue	\$84.79	\$43.59
CR	0.83%	1.28%
CTR	0.51	1.72
CPM	0.047	0.185

— #3 Audience Based on Converted Leads (Repeat Customers)




Formats: Push, OnClick, Interstitials

Audience segment: **Super** HOT leads that can convert again

How it works: «Users who completed conversion in this campaign»

#3 Time to See the Stats



+61 (096) 725-23-66
Hi! When will you take your money?

	Without Audience collected	With Audience collected
Clicks	5 429	1 383
Revenue	\$1 637.29	\$339.65
CR	0.53%	1.16%
CTR	0.072	0.955
CPM	0.218	2.345

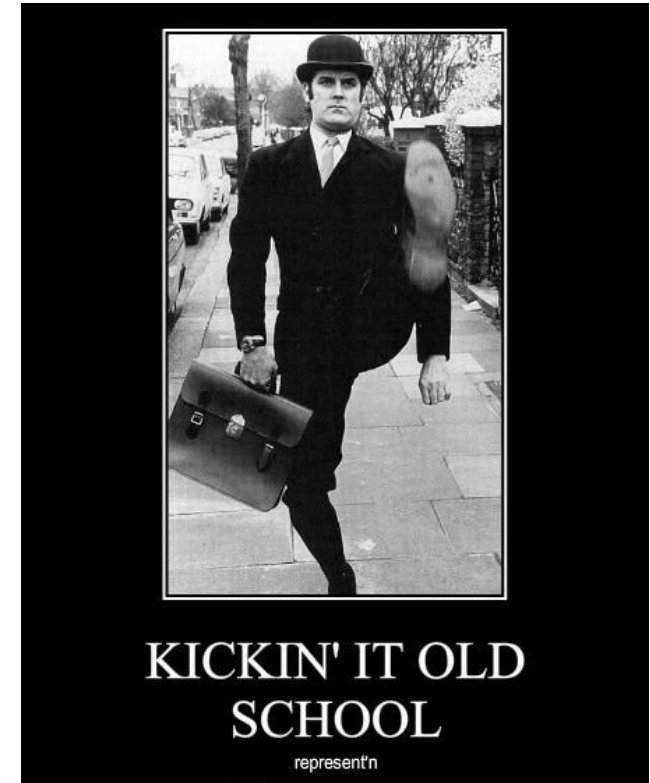
#4 Retargeting Pixel

An old-school retargeting method that combines almost all the before-mentioned approaches (except retargeting by clicks)

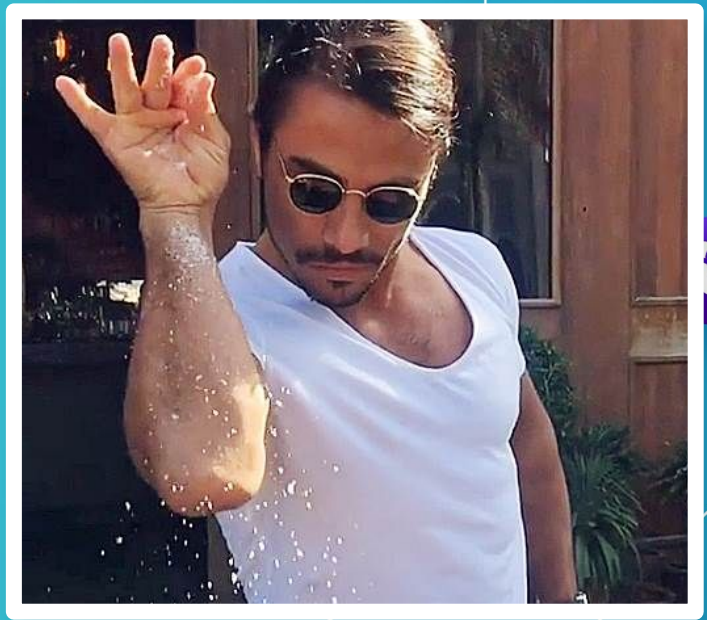
Get creative with the traffic sources and funnels – pixel will gather everything depending on your setup

We recommend using it for:

- **Gathering conversions** (place on «Thank you» page)
- **Sorting leads** when you have a multiple choice on your pre-lander (e.g., dating and female/male audiences)
- For **Google and FB** retargeting



RECIPES FOR GREAT RETARGETING



Retargeting 101



Raise your bids

Usually, the retargeting audience is more narrow. But you still participate in the auction, so you need higher bids to reach these people



Use more aggressive / targeted creatives

People have already expressed interest, so try more tempting creatives: use urgency, special offers, etc



Increase ad frequency

These are hot leads, so remind them regularly about your offer, build the intensity



Use location macros {city}

Build relevance and personalize your ads with geo macros

— Since You're Smart, Here's More



**Target them
with similar offers
(same vertical)**

They're interested in this vertical, but probably didn't like the offer or landing page



**Exclude
this audience**

Promoting the same offer? Maybe the offer didn't work for this segment. Exclude this audience in order not to pay for this traffic again



**Build interest-based
audience**

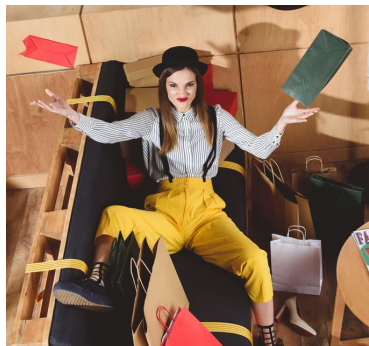
Set the foundation for your future campaigns, group people by interests: sales-hunters, home improvement addicts, etc

— Zen Enlightenment Level



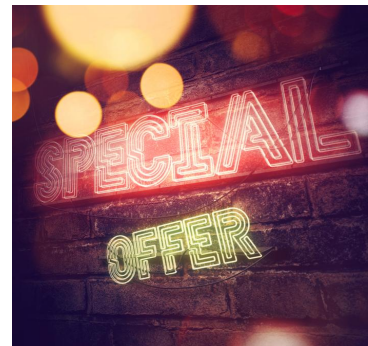
Promote additional offers

Create campaigns that focus on complementary items



Promote bulk-orders

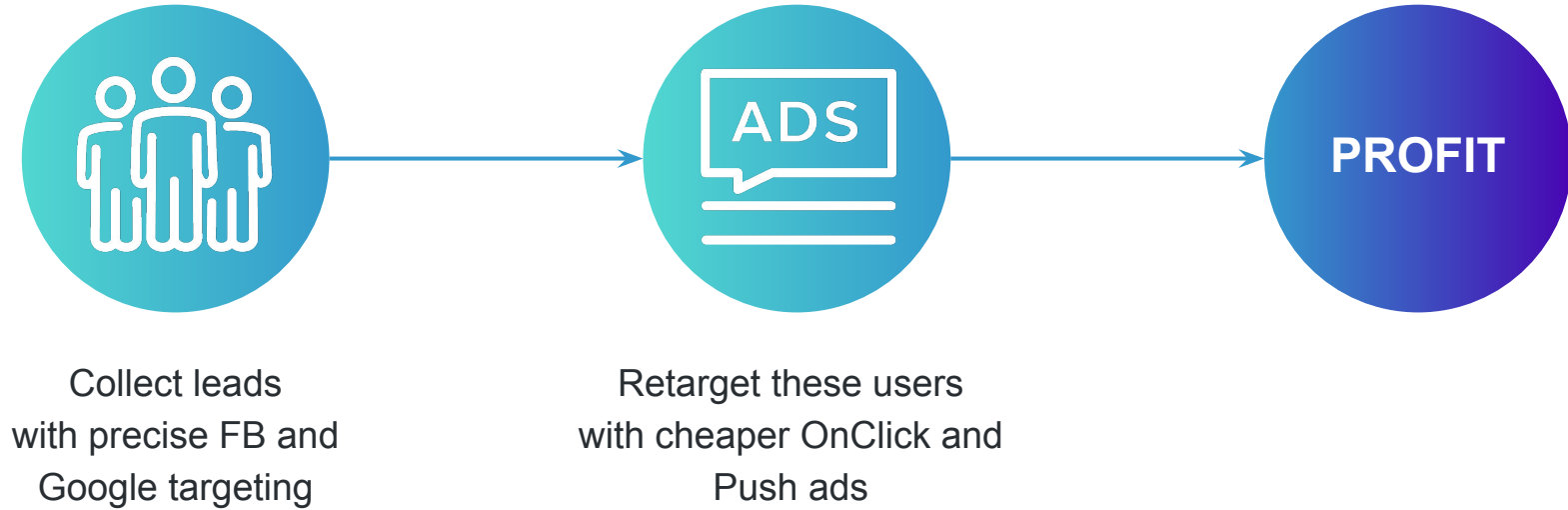
People who already bought something are likely to buy again – you can motivate them to buy MORE



Special offers

Treat your leads with discounts and promotions so they feel special

— Reusing Expensive Traffic



Case Study

Audiences

Create Audience

Create custom audiences to show ads only to the people who visited your website earlier. [More about Retargeting.](#)

webinar

ID	Name ▼	Audience duration ?	Daily Reach ?	Total users	Created	
69868	webinar audience ✎	90 days	109	1657	09/12/2020	<> Get code ✕ Delete

Show rows: 50 ▼

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THANKS FOR WATCHING!

ANY QUESTIONS?

**WEBINAR
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