



# Your Cheat Sheet to Retargeting:

## What Every Marketer Should Know

Looking for the TLDR on retargeting? You've come to the right place.



### What is Retargeting?

Retargeting is a form of advertising that helps brands re-engage users who've left their websites before making a purchase. Unlike banner ads, retargeting ads are served up to people who've already stopped by your website. As a pixel-based technology, retargeting ads anonymously follow your audience throughout their online journey to later target them with personalized product offers.



### How Does It Work?

In this type of retargeting, a tiny piece of code (or "pixel") drops an anonymous, undetectable browser cookie on every visitor that stops by your site. When those same visitors leave your site or browse the web at a later time, your retargeting provider's technology decides which ads to show those shoppers based on their previous behavior.



### Why Should I Care?

Up to 98% of your shoppers leave your site before making a purchase. Retargeting is great at converting these users because it focuses on those who've recently shown interest in particular products. Most retail marketers see a high ROI with retargeting since it focuses advertising spend on the most engaged consumers.



### Who Can I Talk To?

A tech partner with sophisticated, machine-learned capabilities can power the kinds of ultra-personalized, effective ads that will convert more shoppers into buyers and drive sales — all at a scale no human can match. Want to talk about how retargeting can help you achieve your business goals? Drop us a note at [info@criteo.com](mailto:info@criteo.com) to get started.