The Retargeting Playbook: How to Turn Web-Window Shoppers into Customers

By Adam Berke, Gregory Fulton, Lauren Vaccarello

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How to reach the 98 percent of people who leave your website without converting sales

The Retargeting Playbook is a complete guide for digital marketers about how to reach the 95 to 98 percent of people who leave a brand's website without converting. Retargeting gives advertisers the ability to stay in front of those people to bring them back and close the deal. For that reason, retargeting has emerged as a must have marketing channel, yet there is a lack of content that explains how the technology actually works and best practices for using it. Even marketing managers at large, sophisticated brands and agencies don't have a strong grasp of this evolving channel, and there are few good neutral sources on the topic. Meanwhile, retargeting is the cornerstone of any holistic digital advertising strategy since it improves the results of every other channel if implemented correctly. Unfortunately, most marketers are only utilizing the most rudimentary retargeting tactics and barely scratch the surface of its potential.

- Explains how to stay in front of potential customers and convince them to come back and close the deal

This book will be required reading for media buyers at digital agencies, in-house marketing managers at companies in any vertical, performance marketers, and ecommerce managers.

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The Retargeting Playbook: How to Turn Web-Window Shoppers into Customers By Adam Berke, Gregory Fulton, Lauren Vaccarello Bibliography

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Editorial Review

From the Inside Flap

Getting customers to your website is only half the battle. The question is, are they converting? In *The Retargeting Playbook: How to Turn Web-Window Shoppers into Customers,* industry thought leaders Adam Berke, Greg Fulton, and Lauren Vaccarello discuss how retargeting (or remarketing as it is sometimes called) can be used to increase conversions and win customers that would have otherwise been lost. Many people visit a website but only comparison shop or get distracted instead of buying. Advertisers can gauge buying intent from the visit, but can they use that information in an intelligent way to increase the likelihood of a conversion? By learning the technology of retargeting and the best practices for using this marketing strategy, advertisers can bring these people back and close the deal.

Based on hundreds of thousands of retargeting campaigns across all industry vehicles, *The Retargeting Playbook* pulls together real-world case studies from leading brands to discuss proper use of the technology and make it accessible to marketers at companies of all sizes. It is more than just showing ads to people who have already visited your website; it is using the right skills and knowledge to unlock the opportunities that make retargeting an effective marketing practice. Retargeting is the cornerstone of any holistic digital advertising strategy.

Historically only available to large brands and agencies, retargeting can improve the results of every other marketing channel if it is implemented correctly. But marketers who currently use it are often employing rudimentary tactics that barely scratch the surface of its potential. Berke, Fulton, and Vaccarello want to share the retargeting secrets that have been locked up for years with technology vendors and a few savvy ad agencies. Built on decades of experience, *The Retargeting Playbook* is the only neutral, authoritative resource on the market to explain how retargeting technology works and how to properly use it to positively impact your bottom line.

From the Back Cover

PRAISE FOR *THE RETARGETING PLAYBOOK*

"I LOVE this book. Do you like destroying your competition? Well I do. And to do that it's helps to have some sophisticated arsenal in your weaponry. Let them bring their pea shooter to the battle. I bring the big guns. If you enjoy topics like bottom funnel segmented nurturing via retargeting then this book is for you. Or if you just like to make more revenue then this book is for you. Lauren, Adam, and Greg are experts on the topic and give you the knowledge you need to dominate."
—**Bill Macaitis,** CMO, Zendesk

"How do you focus on 100 percent of your prospects? You get fantastic at identifying those that don't convert right away, and deliver timely and relevant ads that remind them of your value. Still don't know how? Let Lauren, Gregory, and Adam help you out with this excellent how to guide!"
—**Avinash Kaushik,** Digital Evangelist, Google

"Anyone looking to grow a business should read this immediately. Retargeting is now an essential online channel and this book teaches you everything you need to know to run successful online campaigns. I highly

recommend it!"
—**Kraig Swensrud,** Founder, GetFeedback

"*The Retargeting Playbook* teaches must-have marketing tactics–basics to advanced–for anyone doing business online. It's a comprehensive overview of retargeting from experts with authority, and should be required reading for any digital marketer."
—**Jared Kopf,** Entrepreneur, CEO and Angel Investor

About the Author

ADAM BERKE (@adamberke) is an online advertising industry expert and President of AdRoll. He is part of AdRoll's founding team and is passionate about performance, advertising, and marketing analytics. Adam is a guest author for ClickZ and AdExchanger, as well as a frequent speaker at industry events such as SES, SMX, OMMA, South by Southwest and ad:tech. Prior to AdRoll, Adam helped to launch the CPL network at Aptimus, a publicly-traded ad network acquired by the Apollo Group. Outside of work, Adam is an avid surfer, kiteboarder, and barefoot runner. He lives in San Francisco.

GREGORY FULTON (@gregfulton) creates cutting-edge display products that are simple, scalable and effective as AdRoll's Head of Product. During AdRoll's earlier days, Greg was tasked with building an advertising operations department able to service thousands of advertisers. In doing so, he gained intimate knowledge about what truly successful retargeting campaigns can do for clients. Prior to AdRoll, Greg managed marketing communications at TechTribe, a career networking portal. Greg lives in San Francisco and has three passions outside of online advertising: surfing, mountain biking, and skiing.

LAUREN VACCARELLO (@laurenv) is a digital marketing thought leader, author, and AdRoll's Vice President of Marketing. Well-versed in running both online and offline marketing campaigns, Lauren also coauthored the highly-regarded book *Complete B2B Online Marketing*. Prior to AdRoll, Lauren led online marketing at Salesforce, the market and technology leader in enterprise cloud computing. She was a member of the Google Tech Advisory Council and is a popular speaker at industry events such as ad:tech, South by Southwest, ClickZ Live, eMetrics and the Online Marketing Summit. She lives in San Francisco and enjoys boxing, pilates, and swordfighting.

Users Review

From reader reviews:

Carl White:

Here thing why this The Retargeting Playbook: How to Turn Web-Window Shoppers into Customers are different and reliable to be yours. First of all reading through a book is good but it depends in the content of it which is the content is as scrumptious as food or not. The Retargeting Playbook: How to Turn Web-Window Shoppers into Customers giving you information deeper and in different ways, you can find any book out there but there is no publication that similar with The Retargeting Playbook: How to Turn Web-Window Shoppers into Customers. It gives you thrill examining journey, its open up your current eyes about the thing that happened in the world which is might be can be happened around you. You can bring everywhere like in park your car, café, or even in your way home by train. Should you be having difficulties in bringing the imprinted book maybe the form of The Retargeting Playbook: How to Turn Web-Window Shoppers into Customers in e-book can be your substitute.

Cecilia Moore:

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Henry Rodriguez:

Reading can called mind hangout, why? Because when you are reading a book specifically book entitled The Retargeting Playbook: How to Turn Web-Window Shoppers into Customers the mind will drift away trough every dimension, wandering in most aspect that maybe unidentified for but surely might be your mind friends. Imaging every word written in a book then become one web form conclusion and explanation which maybe you never get ahead of. The The Retargeting Playbook: How to Turn Web-Window Shoppers into Customers giving you an additional experience more than blown away your brain but also giving you useful info for your better life in this particular era. So now let us explain to you the relaxing pattern at this point is your body and mind will likely be pleased when you are finished looking at it, like winning a sport. Do you want to try this extraordinary shelling out spare time activity?

Thelma Cobb:

The book untitled The Retargeting Playbook: How to Turn Web-Window Shoppers into Customers contain a lot of information on that. The writer explains your ex idea with easy way. The language is very easy to understand all the people, so do not necessarily worry, you can easy to read it. The book was compiled by famous author. The author will bring you in the new period of literary works. It is easy to read this book because you can please read on your smart phone, or gadget, so you can read the book with anywhere and anytime. If you want to buy the e-book, you can open up their official web-site along with order it. Have a nice examine.

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