

EUROPAGES

B2B MARKETING SOLUTIONS



DISPLAY RETARGETING SOLUTION SHEET

What is retargeting?

Retargeted display is a highly effective way of reconnecting with visitors who have left your website and generating contacts. Retargeting works by keeping track of visitors to your EUROPAGES E*Page or catalogue and displaying your advertising to them on other websites they visit.

How does retargeting work?

Retargeting works by automatically storing a cookie in the browser of visitors to your E*Page, product pages, etc. When these visitors leave the EUROPAGES website and visit other sites, they are identified by the advertising servers, which then display your EUROPAGES advertisement to potential clients who are already familiar with your brand.

What makes this so effective?

Retargeting leads to enhanced online visibility because it presents your advertisements to users with a known interest in your brand.

Retargeting reminds these potential clients of your brand and helps to steer them back to your website. Your brand awareness and appeal grows every time a potential buyer sees one of your retargeted advertisements, as shown by the high click-through and conversion rates that this type of campaign generates.

Retargeting works because it can track visitors as it serves them with advertising content customised to reflect their searches on the EUROPAGES website.

This means that your advertising can be very closely targeted to take account of factors including the visitor's home country, countries searched, the language version used, business sector searched, and a host of other contextual variables. Your advertisements are seen only by relevant target groups, and you avoid needless losses.

Retargeting actually optimises your campaign's relevance by displaying the right message to the right potential clients, thus also optimising your advertising budget. Instead of displaying your advertising to all visitors, you make savings by having your message shown only to the most promising potential clients.

Key points

- Grows your brand awareness and increases conversion rates
- Measurable, highly targeted impact
- Easy to set up, thanks to support from the specialist teams at EUROPAGES

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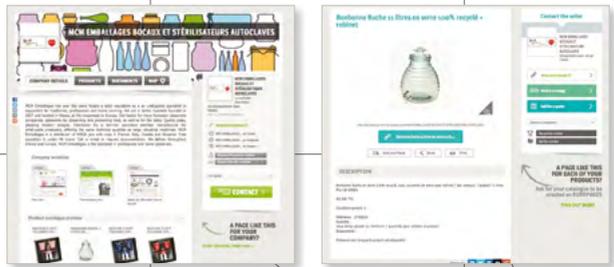


A user visits EUROPAGES



A cookie is used to identify the EUROPAGES user

The user consults your E*Page or catalogue



The user leaves the EUROPAGES website and visits other sites

The advertisement server recognises the user and presents your display advertisement



The user is encouraged to visit your website



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