

PROGRAMMATIC ADVERTISING TACTIC

Search Retargeting

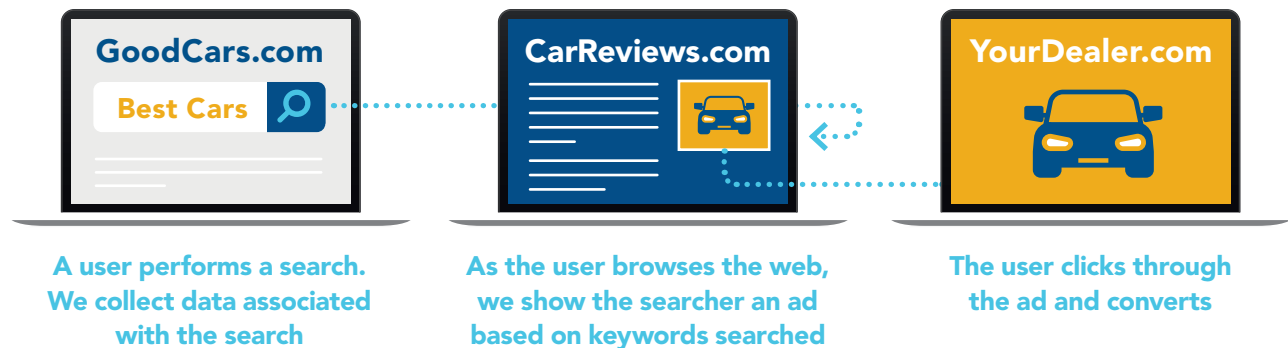
REACH ENGAGED USERS READY TO CONVERT WITH NAYLOR'S SEARCH RETARGETING STRATEGY.

Our keyword-level search retargeting enables advertisers to combine the effectiveness of search behaviors with the reach and brand impact of display and video advertising.

Search retargeting is the perfect strategy for an advertiser looking to drive user conversions, whether it be registering for an event or webinar, making a purchase or visiting a particular page. Intent data captured while a user is searching is generally the most effective targeting data available, allowing you to target prospects with display and video ads across the web based on the search queries they perform.



WHAT IS SEARCH RETARGETING?



NAYLOR ADVANTAGES:

- **Keyword Level Optimization:** We offer full visibility and control for each keyword targeted. Just like in search marketing, the ability to vary bids for each individual keyword is a must in order to achieve optimum results.
- **Variable Recency:** We optimize user targeting and ad serving based on search recency, with the ability to target users who have searched within 5 minutes up to 1 month. Recency is a major factor in optimizing click-through rate and increase campaign effectiveness.
- **Data Transparency:** We can provide reporting insights for your comprehensive search retargeting campaign, as well as click performance per specific keyword across domain, device, time of day and more in order to drive strategic decision making.