

PROGRAMMATIC ADVERTISING TACTIC

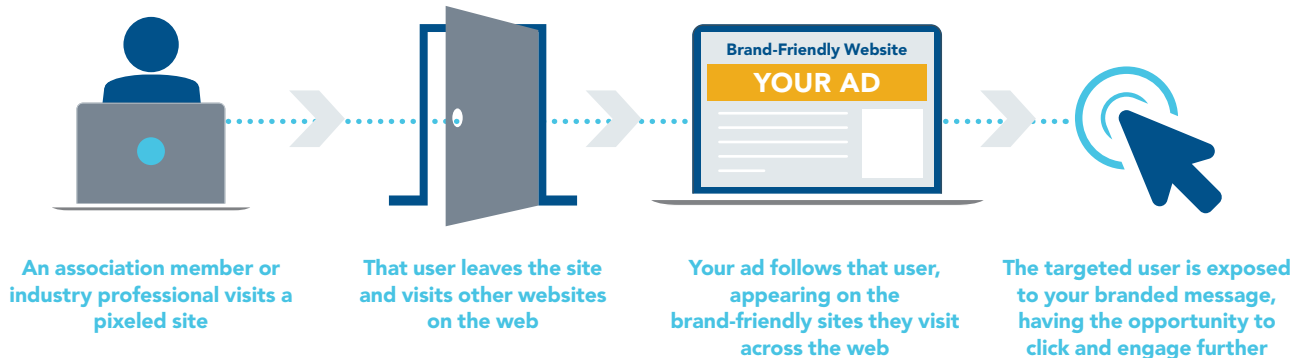
# Site Retargeting

TARGET AND RE-ENGAGE ONSITE ADVERTISERS WITH A NEW LEVEL OF PERFORMANCE AND INSIGHT THROUGH SITE RETARGETING.

Site Retargeting targets users who have already visited an association's site, serving them relevant advertising while they continue visiting other sites across the web. Through this strategy of re-engaging users with your tailored marketing message, site retargeting is a highly effective method to keep your brand top of mind long-term, turning user recognition into conversion.



## WHAT IS SITE RETARGETING?



## NAYLOR ADVANTAGES:

- **Enhanced Reach and Scale:** While onsite advertising offers a concentrated reach, retargeting follows users through their online journey by serving reminders of your products and services while strategically boosting brand awareness. Site targeting utilizes a wider advertising network by accessing inventory from all major exchanges, enabling you to extend your campaign's lifespan and scale it to a larger audience by layering other strategic targeting tactics.
- **Cost Effective:** Site retargeting provides an advantage in terms of cost efficiency. By eliminating the need for manual negotiations and direct buying, programmatic platforms automate the ad buying process, optimizing ad placements for maximum impact.
- **Measurable Results:** Site retargeting allows for a granular level of analytics and reporting. We can track impressions, clicks, conversions, and other key performance indicators (KPIs) in real-time, allowing you to measure campaign effectiveness and make data-backed decisions promptly to optimize your performance.