



# PROPELLERADS RETARGETING

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BRING YOUR AUDIENCE BACK AND  
INCREASE YOUR CONVERSION RATE

CONVERTING TRAFFIC  
INTO YOUR CUSTOMERS

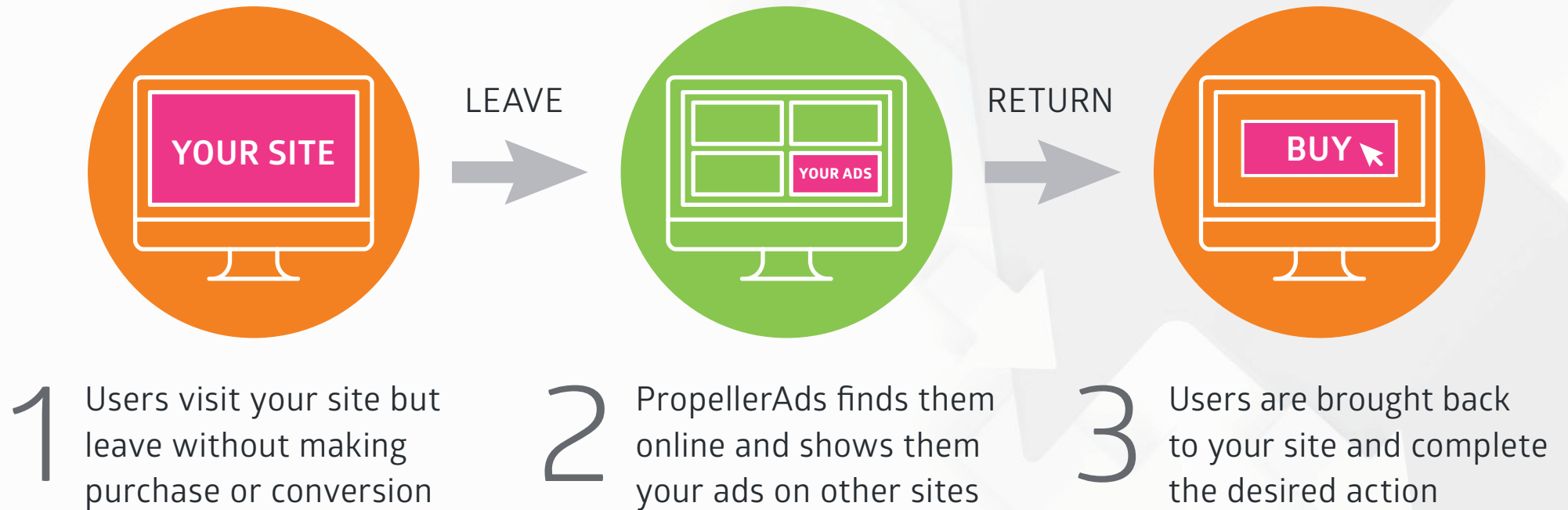
# 1 THE SAD TRUTH ABOUT 98% OF YOUR VISITORS

For most websites, only 2% of users complete your desired action (deposit, purchase, signup, etc.) on the first visit. So are 98% of your visitors a waste of your advertising budget?

They are not, if you can reach them using **PropellerAds Retargeting solution.**

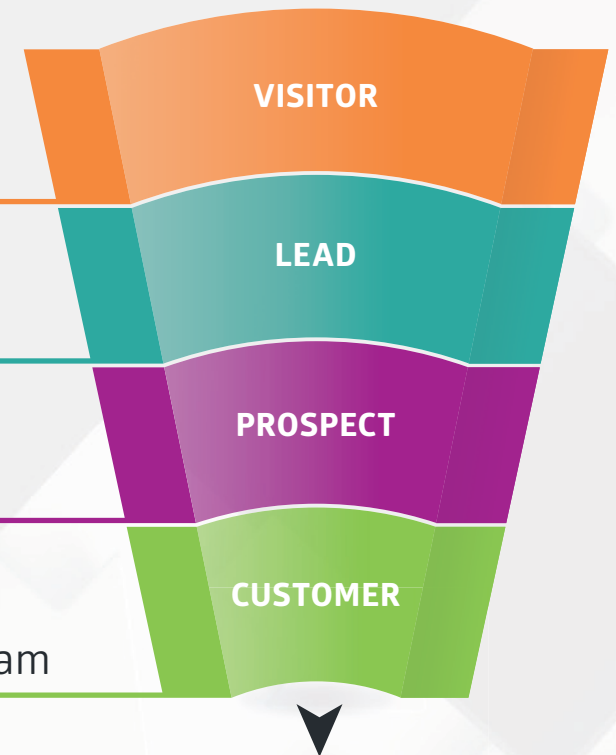


## 2 HOW DOES RETARGETING WORK?



### 3 BOOST CONVERSION RATE ON EVERY STAGE OF YOUR SALES FUNNEL

- 1 **Recapture and drive** visitors' attention back to your offer
- 2 **Engage** with a discount, special price or high-quality content
- 3 **Stimulate and nurture** with free trials or bonuses
- 4 **Make upsells, promote** new products, **inform** about loyalty program



## 4 WHY ELSE USE PROPELLERADS RETARGETING?



### SUPERIOR NETWORK REACH

Our Network is **120 000+ sites** worldwide. We also work with other ad networks by RTB and programmatic buying. So you can easily reach your visitors acquired from social media or paid traffic sources on other sites and show them your personalized ads.



### ADVANCED «SECOND PRICE» BIDDING MODEL

Buying your known audience via Second Price Auction allows you **to pay less and get more.**

The highest bidder wins the auction and pays \$0.01 above the second highest bid. The average CPV is about \$0.005.



### GROWTH OF LTV / ARPU / ARPPU

Bring your users back to the abandoned carts, give promo-codes or discounts, make upsells and special offers.

These small retargeting tricks will boost Average Revenue Per User and **increase Lifetime Value.**

## 5 TARGET PRECISELY WITHIN YOUR CUSTOM AUDIENCES

Use advanced targetings and spend your advertising budget on those visitors who are most likely to complete the target action.



### GEO & LANGUAGE

Region, Country, State, City, Language



### BROWSER

Safari, Chrome, Firefox, Internet Explorer, etc.



### DELIVERY SETTINGS

Frequency capping, Time targeting



### DEVICE & VENDOR

Phones, Laptops, Desktops, Tablets



### OPERATING SYSTEM

Windows, Mac OS, iOS, Android

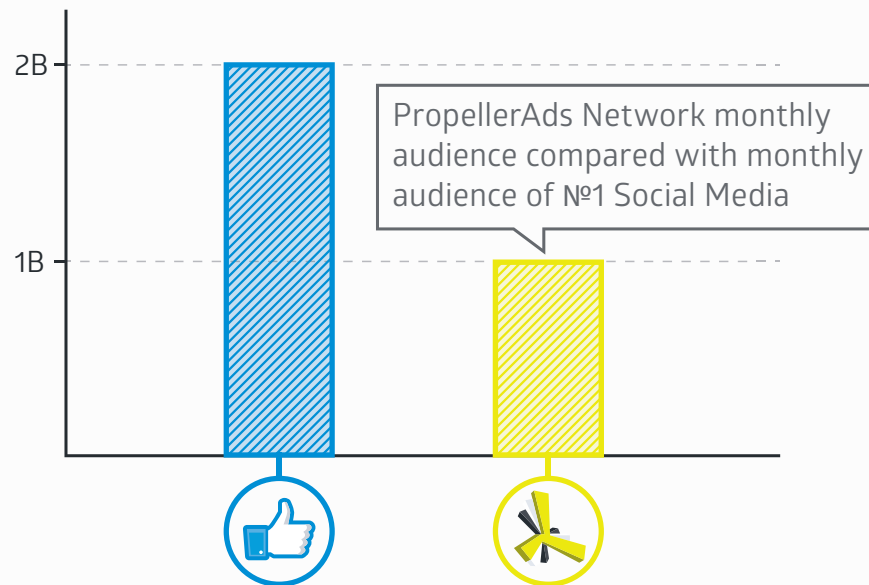


### ADVANCED MOBILE

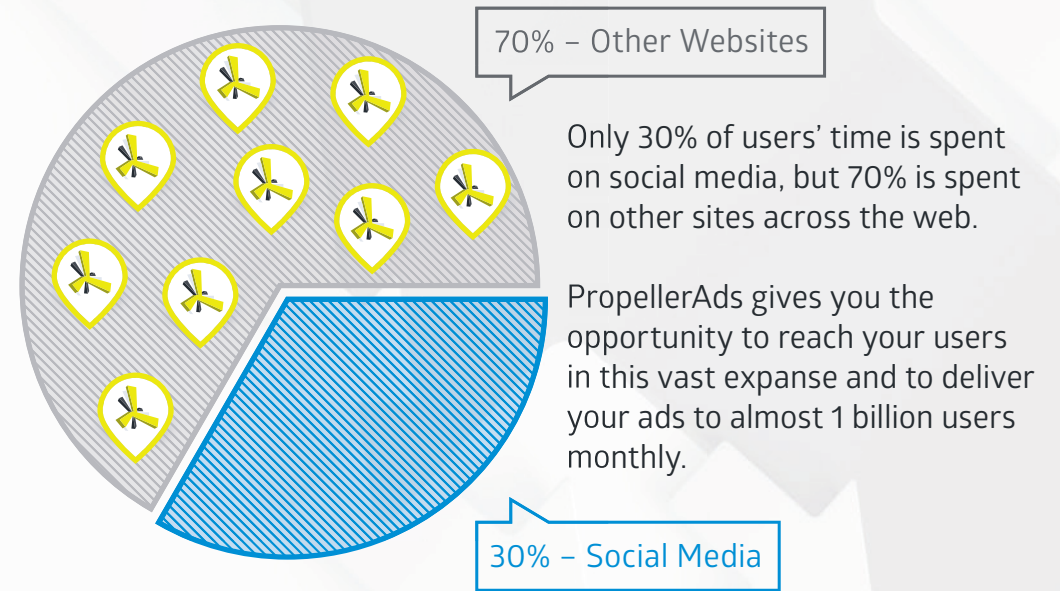
Mobile Carrier, WI-FI, 3G

# 6 COMBINE THE SMART TECHNOLOGY WITH A TRULY VAST REACH

## MONTHLY ACTIVE USERS



## TIME SPENT ONLINE



# 7 RETARGETING BEST PRACTICES

## REMIND

- Incomplete registration form
- Products in abandoned carts
- Forgotten deposit

## INFORM

- New messages or profile views
- Sales and special offers
- Loyalty program

## ENGAGE

- Encourage sales with discounts, bonuses, promo codes
- Free trial version
- E-books & useful content

## MAKE

- Upsells and cross-sells
- Personalized offers

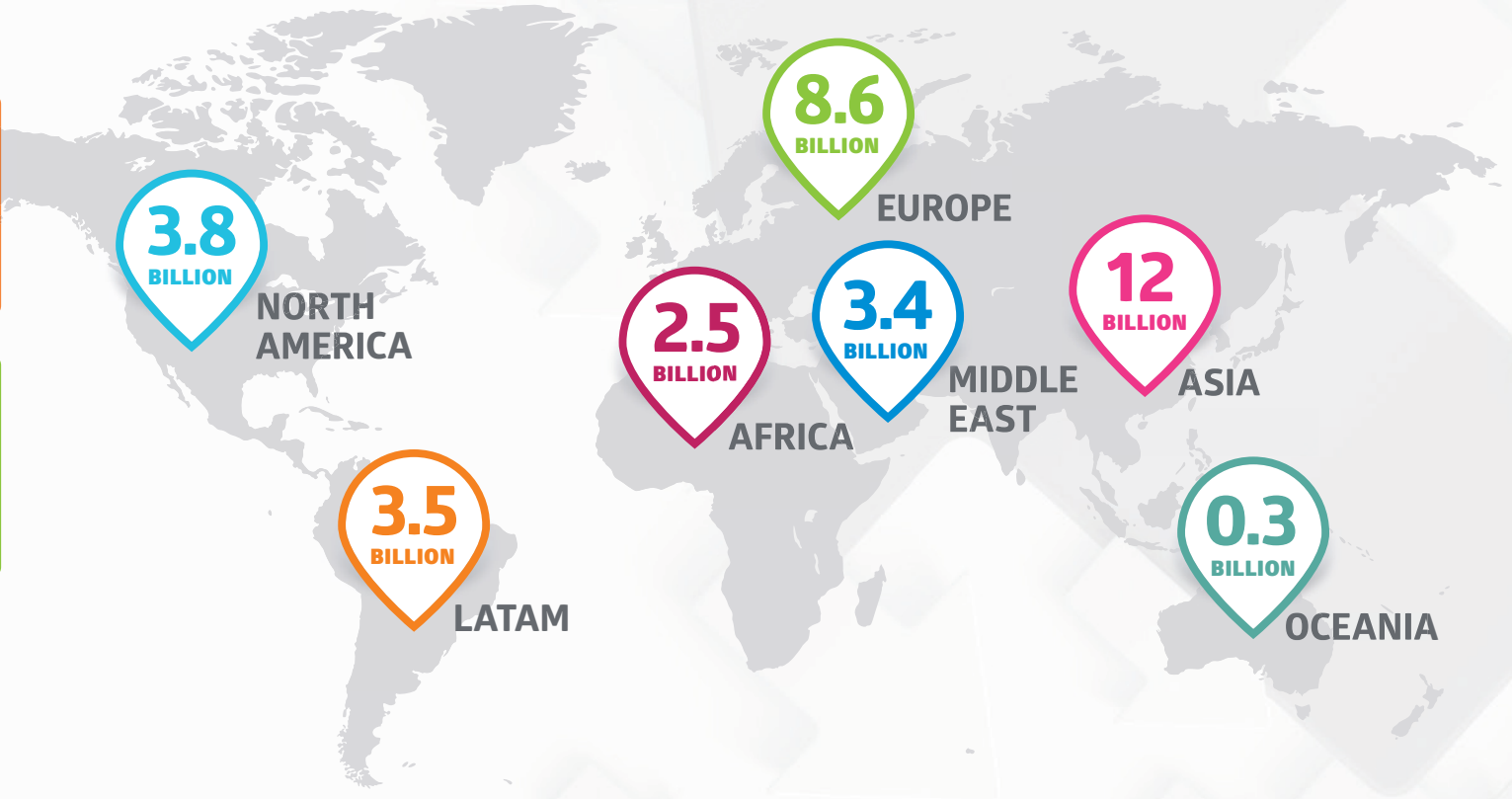




# 8 SCALE YOUR CAMPAIGNS ACROSS THE GLOBE

**34 244 529 835**  
Ad Requests Monthly

**195+ COUNTRIES**  
Delivering Traffic



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# CONTACT US

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