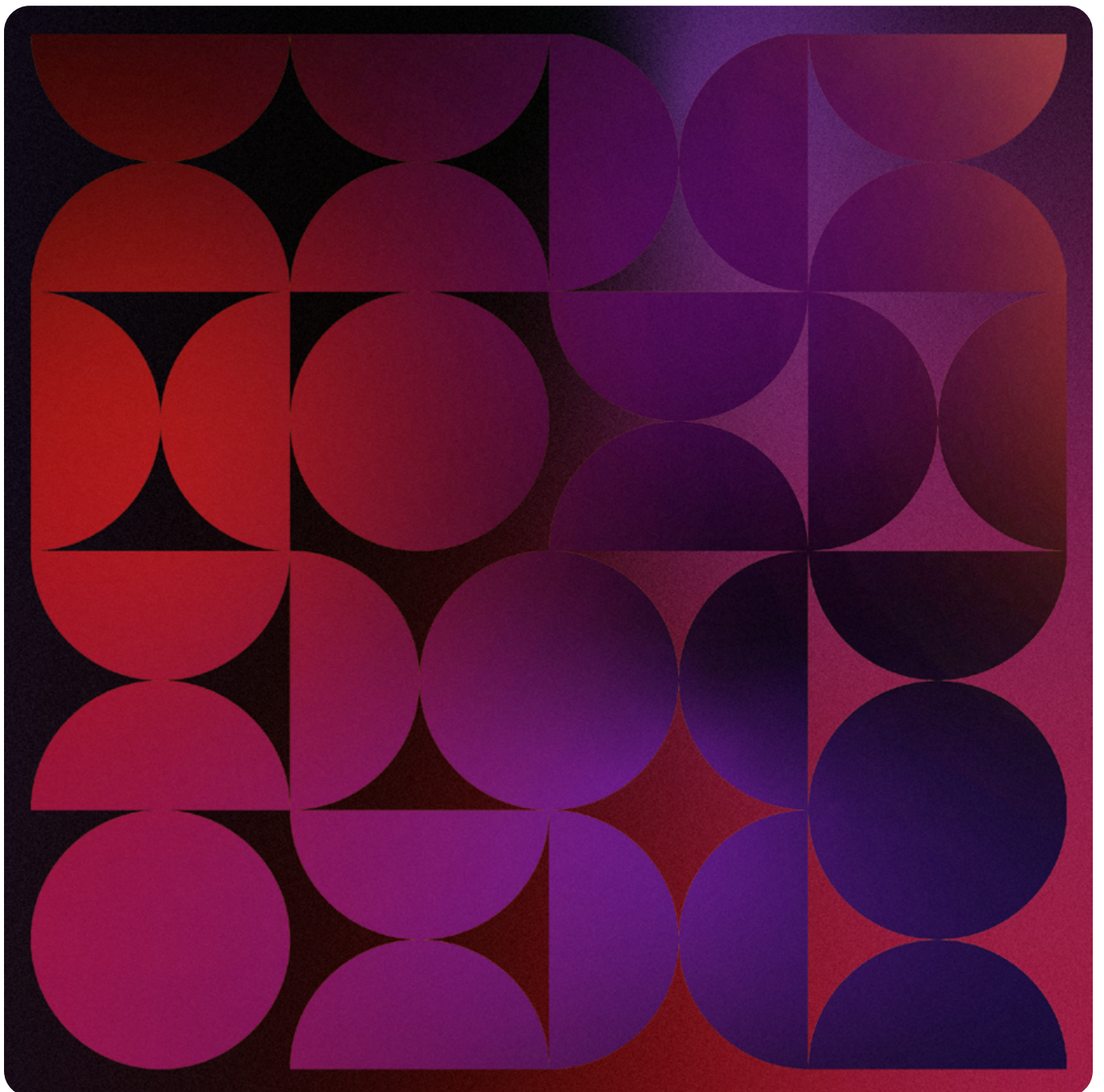


2023 Guide to a Multiple Retargeting Strategy



INTRODUCTION

A little competition is good for everyone. Ad retargeting is no different. Opinions about using only one retargeting partner over multiple providers come with myth and conjecture. Arguments for only using one retargeting partner abound in the industry—data cannibalization, excessive ad frequency, and unclear differentiation are some common tropes.

Many of the talking points may seem compelling at face value, but few of those claims are grounded in data. Indeed, relying too heavily on one provider can leave gaps in your reach, waste impressions, and lead to lower returns on investments, stunting your campaigns.

One of the key advantages of using multiple retargeters is that not all providers use the same technology. While most use the same data pool, different retargeters use different algorithms to understand that data. Those algorithms evaluate users differently, meaning that using multiple retargeters in your campaigns casts a wider net among your prospects. Using two retargeters adds value to your campaigns regardless of how you structure your campaign budgets. Depending on your specific goals, you can improve ROI within a closed budget or scale your efforts with an open budget. Either way, using multiple retargeting partners can significantly improve the results across your ad campaigns.

Of course, adding a retargeting partner doesn't mean you have to end your relationship with an existing retargeter. You can work with several partners to increase effectiveness across the board.



This report will outline the benefits of using multiple retargeting partners and how it can drive better results in your ad campaigns. The internal RTB House data sourced from several campaigns compiled in this report reinforces the claim that working with multiple retargeters leads to larger audiences, more efficient advertising, and higher returns on ad spend. In the charts, we present the percentage growth on top of the previous advertising efforts of our clients. X shows the starting point from when clients added a second retargeter.

To understand the benefits of multiple retargeting partners, we'll examine the concept of a multiple retargeting strategy and how it works in Part I. We'll also go over the benefits of having multiple retargeters, the most frequent objections, and the best ways to attribute campaign results. In Part II, we'll dive into managing ad budgets and best practices to get the most out of your campaigns.

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How a Multiple Retargeting Strategy Works

A multiple retargeting strategy employs two or more retargeting providers to use data and serve ads to users who have already expressed interest in a product or service online. Browsing a site, clicking through from an ad, or abandoning items in a cart on a site are among the most common markers that retargeting algorithms pick up on. In a multiple retargeting strategy, providers work alongside one another to reach a broader set of users none would have reached on its own.

Each provider has its own inventory, which can overlap, but often not in a meaningful way*. Retargeters work from the same pool of data, but importantly, not all algorithms are the same. Different companies use different methodologies in their algorithms, so each targets different users in unique ways. Working with multiple providers increases your ad reach by casting a much wider net.

In addition, using multiple providers can help to improve the frequency of your ads, which is an important factor in driving conversions. By showing your ads across different platforms, you can increase the likelihood of a conversion. This is especially important for high-value products or services such as airfare and hotel stays that require hundreds of touchpoints before a conversion occurs.

Another benefit of using multiple retargeting providers is increased competition. When multiple providers are competing for your business, they are more likely to offer competitive pricing and better service. This can lead you to optimize your ad budget and for your campaigns to reach their full potential.



*Estimated overlap: 16%. RTB House data

Benefits of Working with Multiple Retargeters

Working with multiple retargeters can provide several benefits for brands seeking to improve the effectiveness of their advertising campaigns. Here are some of the key benefits of using multiple retargeters.

More Competition

One way to make sure that your retargeting service providers are performing at their best is by encouraging healthy competition. By using two or more providers, each is motivated to deliver transparent and effective results, and you can compare performance in terms of cost per sale (CPS) and other metrics. Additionally, you can constantly compare which retargeter works best for each marketing channel and provides the highest returns.

Targeted, Personalized Ads

Of course, more impressions are only part of the story. More impressions can be an end goal, but more often higher-quality impressions make the difference. After all, showing more irrelevant ads to more people who are unlikely to convert is not a more efficient strategy. What is more effective is increasing ad relevancy while also increasing reach. Part of using Deep Learning algorithms to automate targeting is that it increases relevancy through personalization.

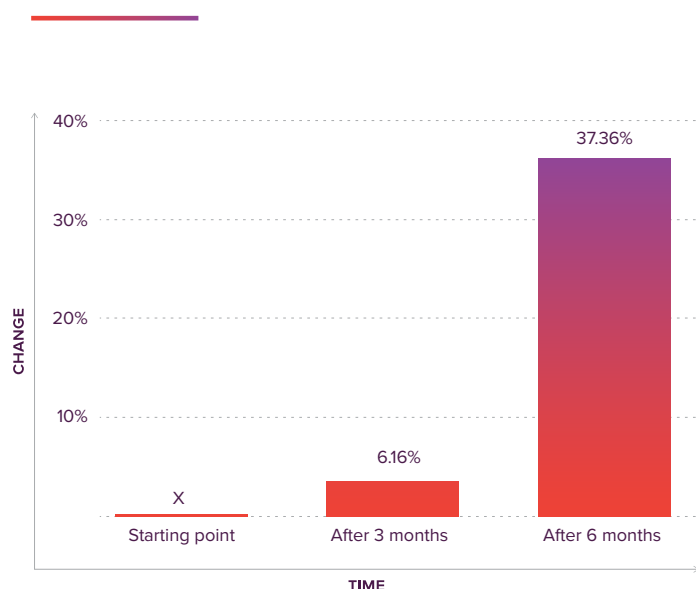


Showing your ads to potential customers multiple times across different platforms is important in driving conversions. By working with multiple retargeters, you can improve the relevancy of your ads, which can increase the likelihood of a conversion. Using Deep Learning to interpret data and make decisions based on buyer behavior automates the process of choosing specific offers and creatives that are most likely to result in a conversion.

Increased Reach

Working with multiple retargeters allows you to reach a larger audience than you would be able to with a single retargeter. Each retargeter has its own methodologies for evaluating and targeting user groups, meaning each evaluates markers like user preferences and buying potential. RTB House, for example, uses Deep Learning in 100% of our algorithms to interpret large datasets, including how likely someone is to convert. The systems make increasingly better decisions as the algorithm responds to user behavior. By working with multiple retargeters, you can increase your coverage and reach more potential customers.

Impressions change



Average increase in the number of impressions in the second retargeter's campaign, after three and six months.

Ad impression increases indicate just how much reach changes when you add a second retargeter. According to the data collected from RTB House campaigns, adding a second retargeter leads to a two-fold increase in ad impressions on average in the first three months. The upward trend continues at the three and six-month mark. Ads reach an average of 37.36% more potential customers after six months.

Up to

75.05%

impressions increase
in Fashion campaigns

Up to

67.69%

impressions increase
in Classifieds campaigns

Up to

45.95%

impressions increase
in Health & Beauty campaigns

Average increase in the number of impressions in the second retargeter's campaign, by industry, after six months.



Dialling down on industry verticals shows the additional reach campaigns can achieve. The highest-performing campaigns by vertical include those for classifieds, health and beauty products, fashion accessories, and clothing. Fashion accessories see the largest increase in impressions on average after six months in campaigns with multiple retargeters.

Of course, impressions are only part of the equation. Better targeting through the use of Deep Learning algorithms helps make sure those impressions land in front of people who can be convinced to buy. One common misconception about increasing ad reach with a second retargeter deals with ad overlap, or cannibalization where a single user clicks on an ad for the same product from different retargeters. While RTB House has found that some overlap is unavoidable, the effects are minor in comparison to the overall results. Conversions, conversion rates, and ROAS also increase along with clicks when you add a second retargeter.

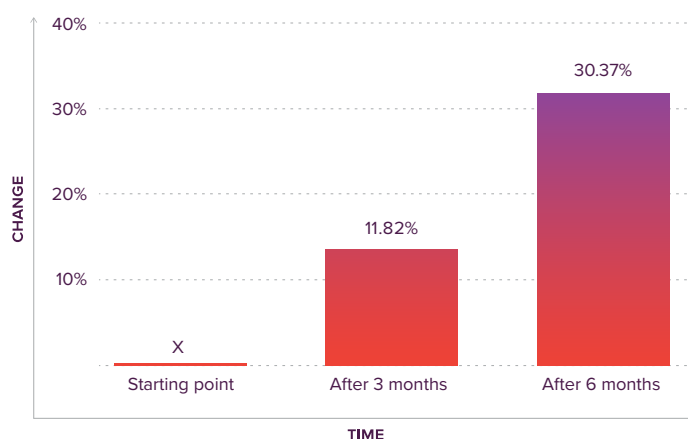
More Clicks and Conversions

Each retargeter has its own strengths and weaknesses, which can affect the performance of your advertising campaign. By working with multiple retargeters, you can test different providers, platforms, and strategies to find the most effective approach.

In campaigns that RTB House has been part of the retargeting mix, the wider net and more effective targeting has led to positive results. Key performance metrics all increase with a second retargeter in the mix.



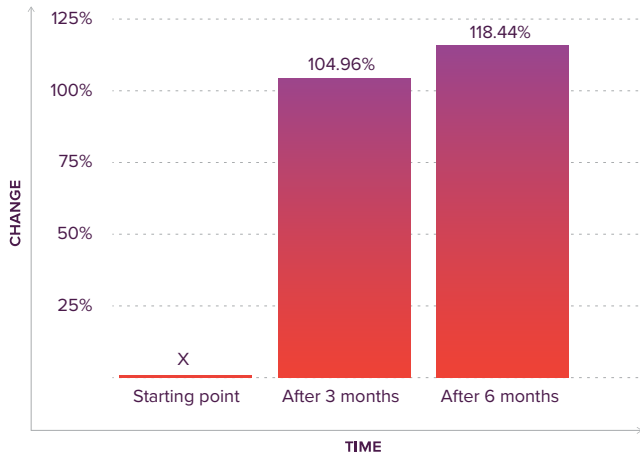
Clicks change



Average increase in the number of clicks in the second retargeter's campaign, after three and six months.

Since impressions and ad relevancy increases, clicks also follow suit. More efficient, relevant campaigns mean more interested people will begin to explore your offers. With multiple retargeters, clicks on ads reach up to a 30% increase on average at the six-month mark of campaign ads.

Conversions change

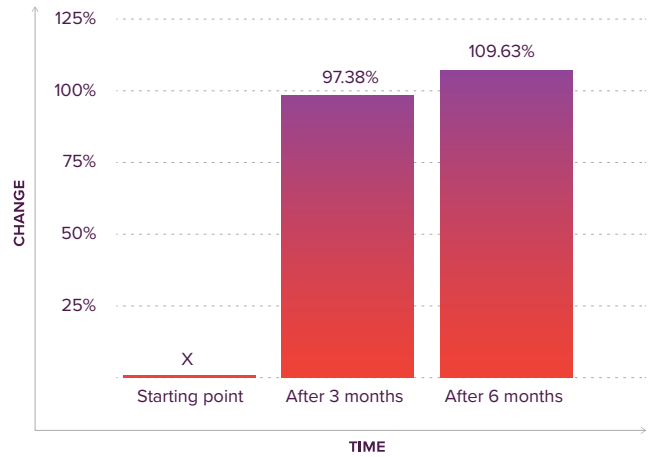


Average increase in the number of conversions completed in the second retargeter's campaign, after three and six months.

Likewise, conversions and conversion rates also increase dramatically over the course of the campaigns, meaning that the impressions and clicks are relevant and compelling enough for people to return to the sites to complete a purchase. In each metric, campaigns can double conversions and conversion rates in the first three months and further increase those key metrics on average after six months.

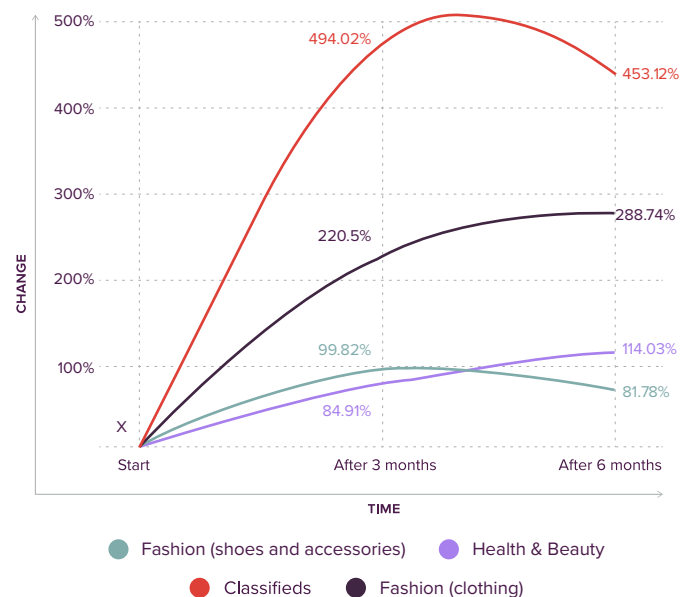


Conversions rate change



Average increase in the conversion rate in the second retargeter campaign, after three and six months.

Conversions rate change by industries

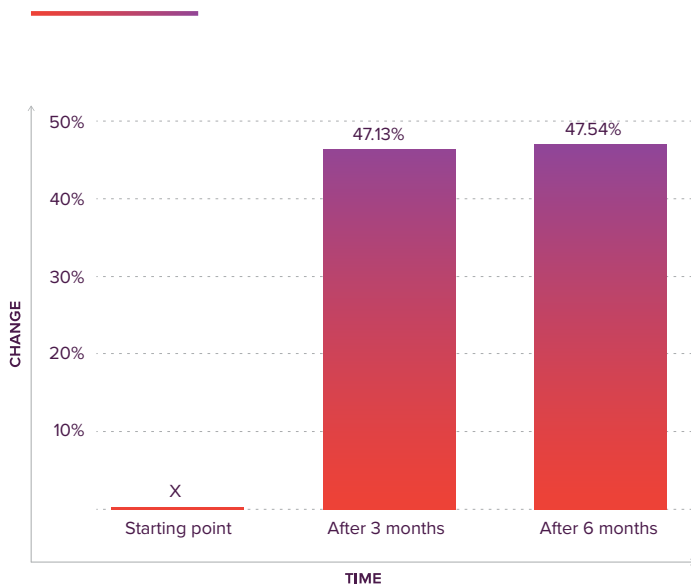


Average increase in the conversion rate in the second retargeter's campaign, by industry, after three and six months.

Better ROAS

As impressions and ad relevancy increase, so does the return on ad spend. Competition among retargeters also works to improve advertising results. This can lead to much more efficient use of your ad budgets.

ROAS change



Average increase in ROAS in the second retargeter's campaign, after three and six months.

Perhaps the most important metric of all is the return on ad spend. As with many of the other metrics, adding a second retargeter can double ROAS in the first quarter and can maintain a nearly 50% increase on average after six months. ROAS increases are directly proportional to the increases in conversions. As multiple retargeters work more efficiently to target those likely to convert, returns on ad spend rise with it.

Up to

188.57%

ROAS increase in Fashion
(clothing) campaigns

Up to

72.47%

ROAS increase in Classifieds
campaigns

Up to

66.59%

ROAS increase
in Health & Beauty campaigns

Up to

22.86%

ROAS increase in Fashion
(shoes and accessories) campaigns

Average increase in ROAS in the second retargeter's campaign, by industry, after six months.

Across industry verticals, clothing brands stand to see the steepest increase in ROAS after six months. However, most industry verticals see significant ROAS increases on average after the addition of a second retargeting partner.

Addressing Multiple Retargeting Myths

Despite the benefits of using multiple retargeters, myths about performance and cost persist. Some of the most common objections stem from providers who would like to protect their own position, not necessarily improve campaign results. Having a single retargeter on a campaign means the provider can protect its own margins by getting all of the ad budget. In a closed-budget scenario, adding a second retargeter would mean having to split the budget and work harder to maintain ROI. Even in open-budget scenarios where the emphasis is on increasing the number of sales, a single retargeter doesn't have to work as hard and can claim higher margins. Unsurprisingly, major players would rather not have to compete.

Most of the talking points don't hold up to scrutiny, however. Working with multiple retargeters has several clear and measurable benefits that refute the most common myths.

Here are some common myths and the reality behind a multiple retargeting strategy.



Myth 1: Multiple Retargeters Lead to Ad Cannibalization

Some clients are concerned that using multiple retargeters could lead to cannibalization in their advertising efforts. However, models like last-click attribution prevent paying twice for the same conversion in the case of overlap, since you only pay for conversions from the source of the most recent click.

Each retargeter uses different technology and algorithms, so neither is usually targeting the same users. Some overlap does occur, however. **About 16% of RTB House conversions come through from the combined efforts of retargeters**, but the benefits outweigh any negative effects. Significant benefits come from the effects two or more retargeters have on conversion rates.

Users often click through twice before converting, so some level of overlap can be beneficial. With last-click attribution, you won't pay twice for the click, but only for the most recent source. Using two retargeters extends the reach and increases total conversions by making it more likely the user sees an ad when they're intent on buying.



Myth 2: Our Ads Will Appear Too Frequently

Another concern is that using multiple retargeters could lead to customers seeing too many ads, which in turn negatively impacts user experience or brand perception. Too many impressions can be a concern when working with multiple retargeters. After all, two companies are running ad campaigns side-by-side.

However, those concerns come from misconceptions about the business model of a retargeter. RTB House, for example, is only paid for clicks but has to pay for all impressions whether or not anyone interacts with the ad. Therefore, it's in our best interest to make sure we maximize clicks with the minimum number of impressions. To flood users with excessive ads would go against our own interests. Effective campaigns, after all, are highly personalized through precise targeting. To maximize the number of clicks—and conversions—it's vital to make sure relevant ads appear in front of motivated users. Excessive and intrusive ads go against that goal.

Myth 3: There's Not a Clear Difference Between Retargeters

Clients may wonder how two retargeters can be different from each other. However, each retargeter has its own unique technology, algorithms, and inventory, which can allow each to target users in distinct ways.

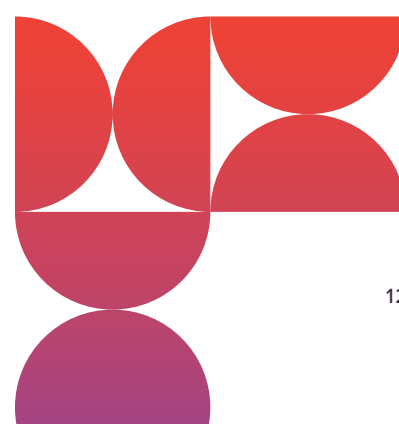


Myth 4: Working with Multiple Retargeters is More Expensive

Many wrongly believe that adding a second retargeter will be more expensive than only working with one. Part of this myth stems from misconceptions about how bidding in ad auctions work.

The differences in bidding models affect how advertisers behave. There are generally two types—first-price and second-price auction models. In the second-price auction model, retargeters submit sealed bids for ad placements. The highest bidder wins the auction but pays the second-highest price. In first-price auctions, the highest bidder also wins but pays the bid they submitted. As you can imagine, second-price auctions can encourage overbidding. Nearly all inventory providers today operate first-price auctions because it both cuts down on overbidding and helps keep bid values in check.

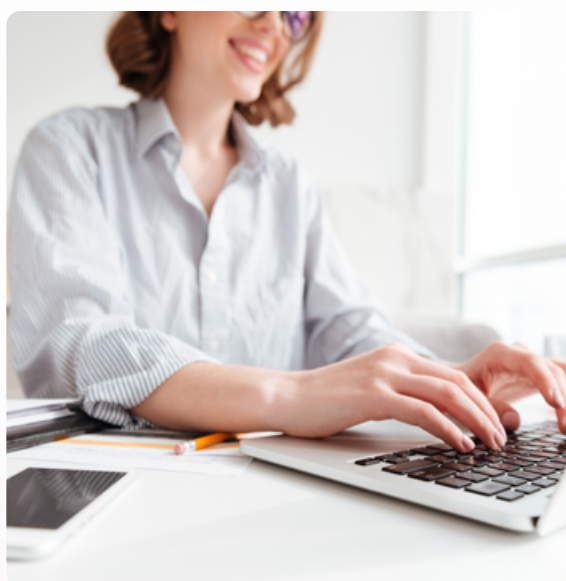
Additionally, in any real-time bidding auction, there are thousands of advertisers working independently that compete for ad placements, so adding one additional retargeter won't change an already competitive field. Bids are sealed and each advertiser only gets one chance to bid on an ad placement. Overbidding and price wars are impossible. Adding multiple retargeters, increases the number of impressions, especially among high-value, motivated users, meaning you'll run much more efficient ad campaigns.



Attribution Models in Multiple Retargeting

To effectively manage a digital marketing campaign, marketers must have a comprehensive understanding of how each marketing touchpoint contributes to their strategies and which marketing activities generate the best returns. When using multiple providers for a display campaign, although it can increase the number of conversions, it can be challenging to determine which traffic source was the most effective. The key to attribution success is not simply choosing the best retargeter, but identifying how marketing budgets should be allocated in the future. For example, by allocating more budget to the provider that brings more conversions.

Take a scenario of someone researching and shopping for a new phone. The shopper clicks through from a paid search but doesn't buy anything. Over the next week they may click back through one provider's retargeting ad, then finally come back through a second retargeter's ad to finally buy the phone. Determining which provider gets to claim that conversion—and bill for it—depends on which attribution model you use. Below are some of the most common models in the industry.



First Click

The first-click attribution model is an approach where the first source that directed a user to a website receives full credit for any conversions, regardless of later interactions. Relying solely on the first clicked ad as the primary factor in a customer's digital journey can be misleading, however. Customer journeys are often longer and more complex, spanning days or even weeks between the initial engagement and final purchase. A customer's most recent interaction with a brand—not their first—is what almost always clinches the deal. As a result, first-click attribution is on its way out as a model. Models like post-click and last-click attribution are much more common in the industry today.

Post Click

In this attribution model, all sources of traffic that were clicked on prior to a conversion are treated equally in terms of their contribution to the conversion. Each source gets paid as long as it's in a lookback window, often one or two weeks. Post-click models can muddy the water and make it difficult to track thousands of conversions as it becomes difficult to determine which banner was the most effective in persuading customers to make a purchase. It can also greatly increase the cost to run campaigns if several sources can claim a cut.

For example, If a client agrees to a CPA of \$2 and a user clicks on three banners from three different retargeters before converting, each retargeter will receive \$2, so a total of \$6. Multiply that across a campaign with thousands of impressions and traffic sources and it can greatly increase cost and complexity.



Last Click

The last-click attribution model is the most common attribution model in performance marketing, where the final paid traffic source that leads to a conversion is given credit, regardless of any prior paid sources or unpaid sources such as direct traffic. The most recent interactions often have the largest influence on a buying decision and so is both a fair and pragmatic attribution model.

While there are several attribution models available and each has its own supporters, using the last-click model in a marketing strategy involving multiple providers allows for transparent tracking of the effectiveness of different traffic sources. There's also no risk that you're paying double for the same conversion.

Implementing the appropriate attribution model in a retargeting campaign can greatly enhance its effectiveness. By assigning each conversion to a specific source, it becomes easier to compare the results of each provider and optimize the marketing budget to achieve the best possible outcomes.



PART 2

Rules and Tips for How to Implement a Multiple Retargeting Strategy in Your Campaigns

Retargeting is a marketing strategy that's often wrongly associated with short-term goals, but companies can also use retargeting strategies to improve performance, drive sales, and build a loyal customer base. Retargeting keeps a brand top-of-mind for users and encourages repeat visits and purchases. Running multiple retargeting campaigns can be challenging, but there are a few best practices that can help.



Run on Equal Conditions

Competition among different retargeting providers can be a powerful driving force that motivates each provider to continuously improve its performance and provide better results to its clients. However, to get reliable results from running multiple retargeting campaigns, it's crucial to compare the performance of each retargeting provider using the same metrics.

One of the best ways to ensure a fair and accurate comparison is to use each retargeting provider simultaneously over a long period. This allows you to gather sufficient data and analyze the effectiveness of each provider's campaign over time. Additionally, it's important to set up the same budget, campaign goal, and user segments with all retargeting providers, including the same maximum conversion cost, cost per click, channels, and attribution model. This will help to ensure that each provider is working with the same resources and constraints, and therefore get an accurate comparison.

By using the same metrics and parameters for all retargeting providers, you can easily compare their performance and determine which provider is best suited to your needs. This can help you to make more informed decisions when you're increasing sales from your retargeting efforts.

Track Metrics with External Analytics Tools

While every retargeter may offer access to a retargeting panel where you can see all the data gathered, it is crucial to compare costs using an external, objective analytical tool such as Google Analytics. This is because the results presented by each provider may not be directly comparable with each other due to differences in factors like the definition of conversions or how different metrics are calculated.



Using an external analytical tool will allow you to compare the cost-per-conversion delivered by different retargeters, which is a more meaningful metric to evaluate their performance. This will enable you to make informed decisions about allocating your budget across different traffic sources based on their effectiveness.

By analyzing the cost-per-conversion, you will be able to see which retargeter provides the most cost-effective results for your business. This information can help you optimize your marketing activities by investing more in the most efficient retargeters and adjusting your strategies for the least effective ones. Ultimately, this can help you maximize your campaigns.

Use the Last Click Attribution Model

The last-click attribution model is a common practice in the world of online advertising. It refers to the attribution model that gives all the credit for a conversion to the last touchpoint that a user interacts with before making a purchase. This model is used to avoid confusion between multiple traffic sources and ensure that each conversion is reported only once.

In multiple retargeting campaigns, where advertising activities are run by various solutions and payment is made based on performance, the last-click attribution model becomes even more critical. This is because several traffic sources can participate in the path to purchase. For example, a user might see an ad, then visit the website through a Google search, and finally, convert after clicking on an ad from a second provider. In this case, the last retargeting ad would receive all the credit for the conversion.



Using a last-click attribution helps to ensure that you don't pay for the same conversion multiple times. For example, if a user sees an ad from one retargeter, clicks on it, visits the website, and then converts after seeing the second retargeter's ad somewhere else, you would only pay for the second source. Without last-click attribution, you might end up paying for both, which would not only be expensive but also skew your data and make it difficult to assess the performance of each traffic source accurately.

Therefore, when running multiple retargeting campaigns, it's crucial to use the last-click attribution model to accurately track and report conversions, and ensure that you don't pay multiple times for the same conversion.

Ultimately, the success of a retargeting strategy should be measured by more meaningful metrics such as cost of conversion and return on ad spend. By testing and comparing multiple retargeters at once, businesses can optimize their marketing activities for greater efficiency and gain a better understanding of which marketing touchpoints perform the best.

How to Manage Ad Budgets While Working with Multiple Retargeters



Budgeting for a campaign with multiple retargeters takes two basic forms. You can either set a closed budget with a fixed amount of ad spend or reach your full campaign potential by using an open budget. Open budgets facilitate sales while keeping the cost per sale the same. Closed budgets meanwhile maximize results from a limited budget. Below we'll outline what these budget options can look like in a campaign where you're working with multiple retargeters.

Closed Budget Scenario

Let's consider a scenario where you have a fixed marketing budget of \$30 K per month that you want to allocate toward personalized retargeting campaigns. Initially, you have a single tech provider, Retargeter A, that generates 10 K conversions at a cost of \$3 per conversion. However, in order to diversify your retargeting efforts, you plan to introduce a second supplier, Retargeter B, while keeping the total ad spend within the \$30 K monthly budget.

To start off, you decide to allocate \$6 K of your total budget towards Retargeter B. This means that Retargeter A will continue to receive the remaining \$24 K of the budget. It is important to monitor the performance of both retargeters closely and compare their effectiveness using the same metrics.

If Retargeter B proves to be more effective, you may consider reallocating some of the budget from Retargeter A to Retargeter B to maximize ROI. On the other hand, if Retargeter B fails to deliver the desired results, you can always shift the entire budget back to Retargeter A.

In any case, it's crucial to ensure that you do not exceed your total marketing budget and that you allocate funds to each retargeter based on its performance and effectiveness in delivering conversions at your target cost.

Budgeting

Primary Campaign

1st retargeter
budget \$24 K generated

8,275

Conversions

Additional Campaign

2nd retargeter
budget \$6 K generated

3,000

Conversions

Combined Campaign

budget \$30 K generated

11,275

Conversions in total



Results and Reallocation

After analyzing the results of both providers, you need to make informed decisions on reallocating the budget for the next month. It's important to keep in mind that as the number of conversions increases, the cost per conversion from the same provider also tends to rise. Similar to advertising in SEM, if you want to achieve more conversions from the same source, you need to invest more in clicks, which usually means a higher cost per click.

If the cost of conversion from the second retargeter is higher than the first retargeter, it's better to withdraw a part or the entire budget from the less effective source. However, in this scenario, Retargeter B has a much lower cost of conversion than Retargeter A (\$2 vs \$2.90). As a result, you should consider moving a portion of the budget from Retargeter A to Retargeter B.

Primary Campaign

1st retargeter
budget \$15 K generated

5,357

Conversions

Additional Campaign

2nd retargeter
budget \$15 K generated

6,250

Conversions

Combined Campaign

budget \$30 K generated

11,607

Conversions in total

Let's say you decide to allocate your budget evenly between both retargeters by adding \$9 K from Retargeter A to B for the next month. You can expect that Retargeter B will deliver 6,250 conversions at a cost of \$2.40 each, while Retargeter A will deliver 5,357 conversions at a cost of \$2.80 each.

Based on these results, you can conclude that Retargeter B is more effective in generating conversions and should get a larger portion of the budget. Consider adjusting the budget allocation to reflect this, perhaps by allocating a larger portion to Retargeter B and reducing the budget allocated to Retargeter A. Repeat the analysis regularly to continue to adjust and refine the budgets to optimize the performance of your retargeting campaign.





Of course, there are limitations to maintaining the cost of conversion with a larger budget. As the portion of a budget grows, the cost of conversion grows with it; however, the goal is to have the same cost of conversion as the first retargeter and ultimately have a lower cost of conversion than the starting point.

When you move an additional \$4 K from Retargeter A to B, you see that the cost per conversion for both retargeters is now similar, with Retargeter A at \$2.55 and Retargeter B at \$2.55. This means you optimized your budget allocation across the two providers and are generating conversions at a similar cost from each.

Primary Campaign

1st retargeter
budget \$11 K generated

4,314

Conversions

Additional Campaign

2nd retargeter
budget \$19 K generated

7,451

Conversions

Combined Campaign

budget \$30 K generated

11,765

Conversions in total

It's important to note that you have achieved this optimization by constantly monitoring the performance of each provider and reallocating your budget accordingly. This is a crucial step in maximizing the effectiveness of your retargeting efforts and ensuring that you're generating conversions at a reasonable cost.

However, it's also important to remember that there may be a point where you reached the upper limit for conversions with your current budget allocation. In this case, further reallocating your budget may not necessarily result in a significant increase in conversions, and may even result in a decrease in effectiveness.

Continuously monitor the performance of each retargeting provider and optimize your budget allocation to achieve the best results. By doing so, you can ensure that you're getting the most conversions within your budget.

Open Budget Scenario

An open-budget model focuses on maximizing sales with multiple retargeters. Rather than splitting a budget between retargeters in a closed budget model, an open budget prioritizes scale and allows your campaigns to reach their maximum potential. There is also less manual work of constantly adjusting the budget since you keep your cost-per-sale the same. Adding another retargeter into the mix can help scale campaign revenue while maintaining your goals.

In order to increase the scale of a campaign, each retargeter has to spend more on buying impressions to display to users. The higher the CPS goal, the more a retargeter can spend on impressions—and increase scale. In an open budget scenario, Retargeter A has already hit its upper limit so it's delivering as much volume with a given CPS. With a second retargeter, it's possible to deliver more conversions while keeping the initial CPS goal the same.

Part of what makes an open budget work so well with a second retargeter is that different providers use different engines and algorithms. Each evaluates users differently and reaches a larger audience.



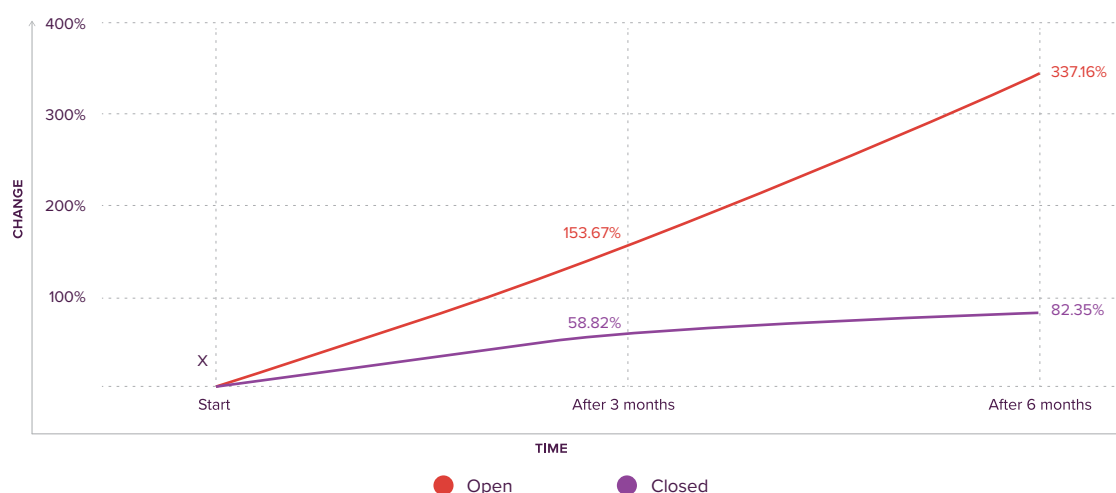
Using multiple retargeting providers can expand the audience reach and provide flexibility in optimizing marketing goals. To make the most of this approach, it is crucial to establish clear goals equal for all retargeters and closely monitor the results, making adjustments to the campaigns based on those results. By calculating the costs of conversions among multiple traffic sources you can move towards your peak optimal display strategy.

Budget Type Effects on Key Metrics

Different budget types affect many key metrics such as conversions, conversion rates, and ROAS. Various models amplify different metrics depending on your specific campaign goals. Open budgets, for example, can scale conversions very quickly while keeping CPS the same. Closed budgets, on the other hand, increase conversions by decreasing CPS, which in turn raises ROAS. This section outlines some of the findings on how budget models influence key metrics.



Conversions change by budget type



Average increase in the conversions completed in the second retargeter's campaign, by budget type, after three and six months.

After six months, open budgets can deliver far greater numbers of conversions than budgets in a closed model. While both budget models increase the number of conversions compared to working with a single retargeter, open budgets allow campaigns to maximize sales potential with a set cost-per-sale. Part of why this happens is that before adding a second retargeter, the first retargeter is underdelivering.

Finally, ROAS increases across the board regardless of budget type in the first three months. Closed budgets, however, bring in a nearly 60% increase in ROAS in the first quarter on average across campaigns. Open-budget scenarios should increase the number of conversions while keeping CPS and ROAS the same. Across RTB House campaigns with open budgets, we observe increases in ROAS by nearly 25%. Ramping up competitive pressure between retargeters leads to these gains. More competitive campaigns lead retargeters to drive CPS down, which leads to higher ROAS.



Up to

56.91%

ROAS increase in closed budget campaigns

Up to

24.24%

ROAS increase in open budget campaigns

Average increase in ROAS in the second retargeter's campaign, by budget type, after three months.



Conclusion

Using multiple retargeting partners can be highly beneficial for brands aiming to improve the results of their advertising campaigns. While retargeting is an effective tactic, working with a single retargeting partner can limit the reach and effectiveness of your campaign. By working with multiple partners, you can reach a larger audience, improve ad frequency, and maximize your campaigns.



The benefits of using multiple retargeting partners are significant. First, it allows you to reach a larger audience by targeting users differently since each retargeter uses its own methodology. This increases the visibility of your brand and helps to keep it relevant for potential customers. Second, multiple retargeting partners can help ensure that your ads are seen by potential customers multiple times across different platforms. This can significantly improve the effectiveness of your campaign and increase the likelihood of a conversion. Third, working with multiple retargeting partners can lead to much better campaign results by increasing competition between partners. This can lead to better value for your advertising budget. Finally, using multiple retargeting partners allows you to optimize your campaign by testing different partners, platforms, and strategies to find the most effective approach.

Trying a multiple retargeting strategy can yield great results for brands that want to increase conversions. By tapping into the different technologies of each partner, you can increase your advertising reach and bring in more engaged customers eager to complete a sale. While it may seem like having one retargeter is a better use of resources, adding multiple retargeters makes each work more efficiently to bring sales to your ad campaigns.



About RTB House

RTB House is a global company that provides state-of-the-art marketing technologies for top brands and agencies worldwide. Its proprietary ad-buying engine is the first in the world to be powered entirely by Deep Learning algorithms, enabling advertisers to generate outstanding results and reach their goals at every stage of the funnel.

Founded in 2012, the RTB House team comprises 1000+ specialists in over 30 locations around the globe. It serves more than 3,000 campaigns for clients across the EMEA, APAC, and Americas regions.

After successfully deploying Deep Learning into 100 percent of its algorithms in 2018, RTB House has continued its research in the field of AI. The AI Marketing Lab and Creative Lab were set up as new divisions of the company focused on inventing and advancing MarTech products. The company's AI-based product offering includes retargeting solutions and branding campaigns with ultra-effective video ads.



Contact

At RTB House, Deep Learning solutions are the foundation of what we do because of their precise ability to deliver across buying personas, channels, and devices.

Learn more about how we can help your ad campaigns reach their full potential.

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