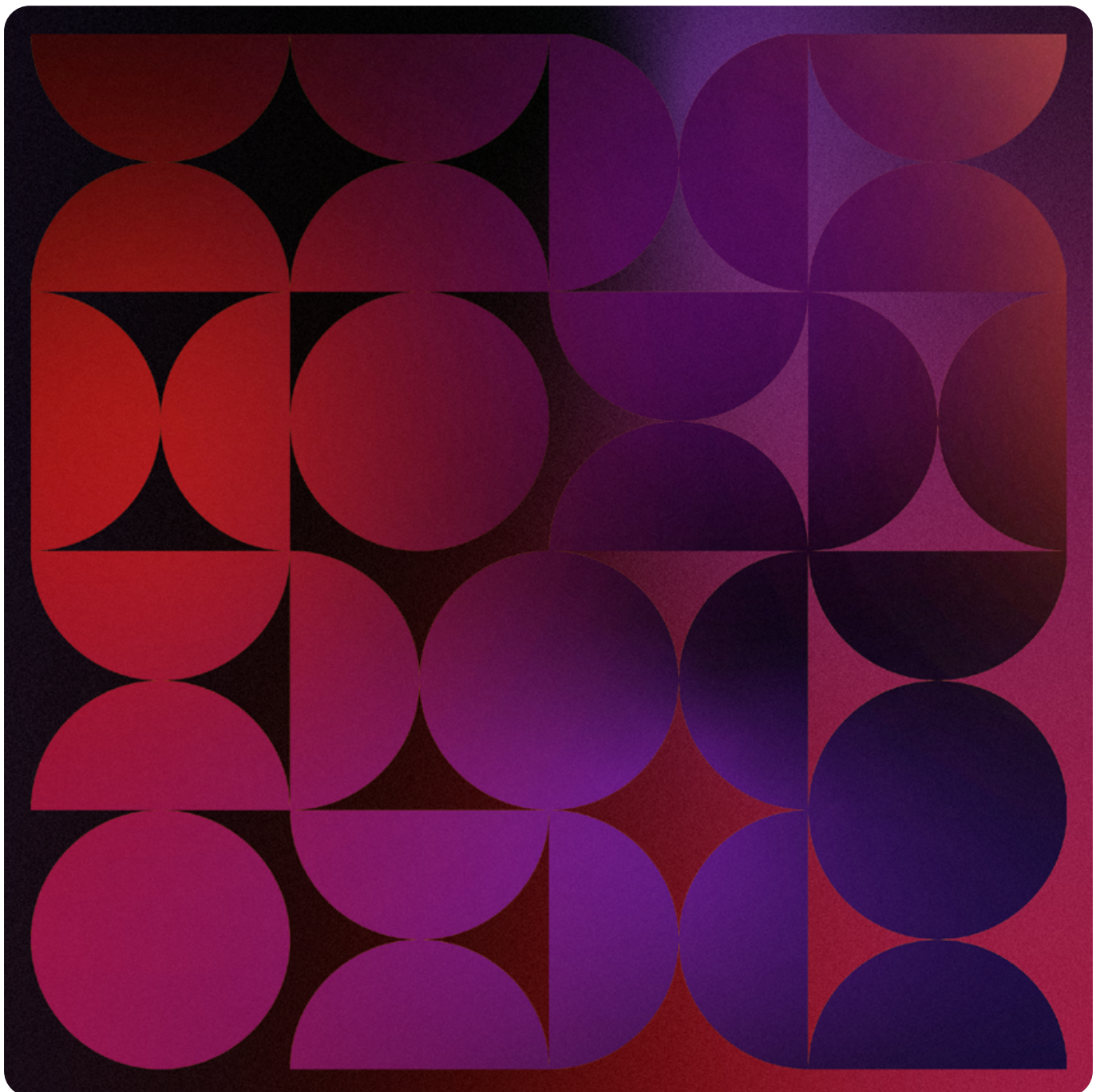


2023 Guide to a Multiple Retargeting Strategy



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

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