

THIS IS YOUR

# Concise Retargeting Guide for Classifieds

Classifieds is no stranger to retargeting, but the question is...  
...is it always used to its fullest potential?

The image features a woman with long dark hair, wearing a light blue long-sleeved shirt, blue jeans, and white sneakers, sitting in a grey armchair and looking at her smartphone. The background is a dark purple gradient. Three white rounded rectangular cards are overlaid on the scene, each representing a different classified ad. Each card has a small icon in the top right corner and a checkmark, indicating a successful or featured listing.

- Hatchback:** Features a white car image. Text includes "Manual" and "\$39.9". A red button with a phone icon says "Contact Dealer".
- Remote work:** Features a laptop image with "Welcome!" on the screen. Text includes "Worldwide" and "\$60k - 80k". A red button with a checkmark says "Apply now".
- Detached House:** Features a house image. Text includes "Miami, FL" and "\$230.000". A red button with a phone icon says "Contact Agent".

# Be an ideal list

## A class apart

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The classifieds industry is a hotbed of competition. Big players continue to evolve and grow, and digitally savvy start-ups proliferate. Established classifieds brands are challenged to guard their market share by reaching the right user in that quickly passing golden moment of persuasion with tailored, highly personalized ads. It is imperative to turn heads with ads that cater to the needs of every type of end customer.

This guide is designed to provide marketers of all types of classifieds brands with valuable strategies to roll out for more successful retargeting campaigns.



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# The stats that matter for classifieds campaigns

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First, to harness the power of retargeting, you need to know the stats that matter. This will help ensure that your retargeting partners are hitting their agreed goals.

Of course, the ultimate gauges of retargeting success will always be:

- **Number of conversions.**
- **Cost Per Action.**

Providers deploy varying models of attribution. There are two main models used to measure conversions:

- **Last-click attribution** gives full credit for the conversion to the paid traffic provider whose ad was the last one clicked before the conversion.
- **Post-click attribution** credits the conversion to all paid traffic providers whose ads were clicked within a specified timeframe before the conversion.

There are also:

- **Data-driven attribution** models that can be opaque as they allocate credit based on an often complex combination of touchpoints or interactions defined by the provider.



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