


ALL YOUR QUESTIONS ANSWERED

Multiple Retargeting Strategy

A lightning report that tackles the what, when, why, who, and how of multiple retargeting strategies.



Questions
answered

Myths
busted

Results
guaranteed



ALL YOUR QUESTIONS ANSWERED

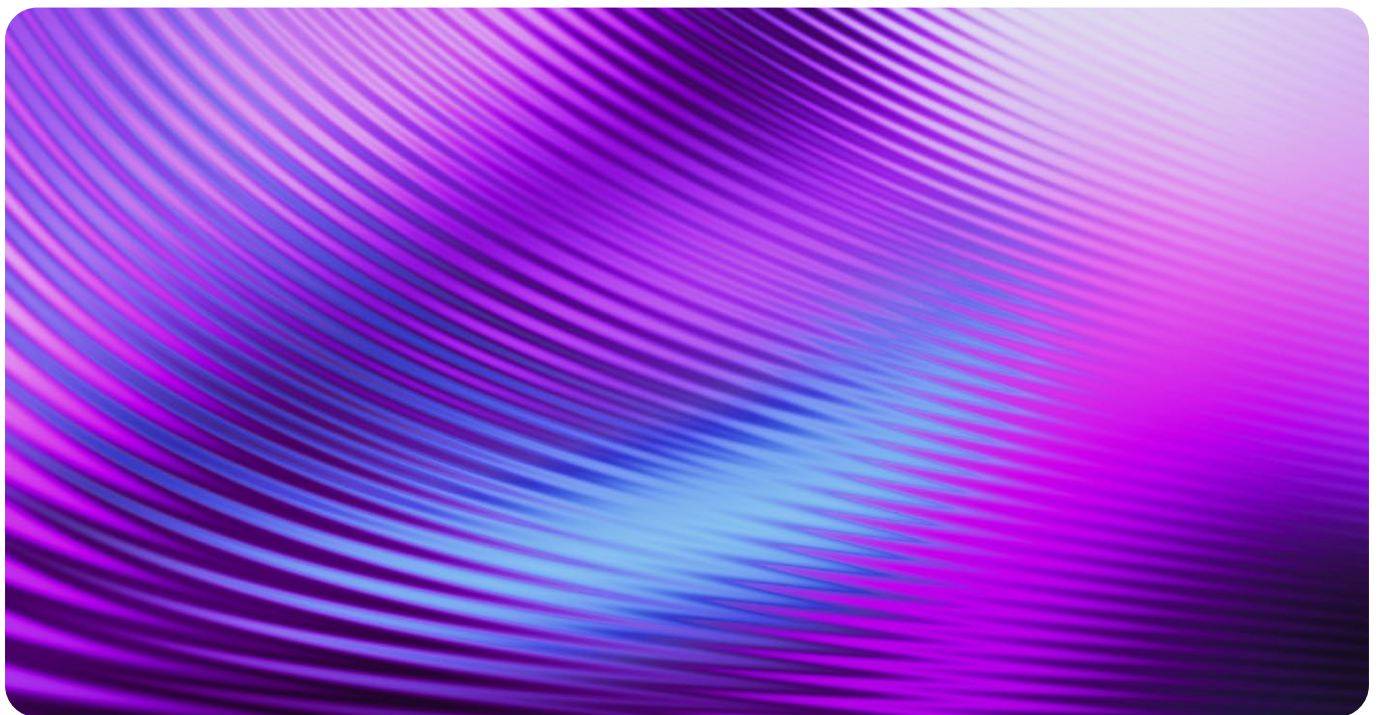
The value of retargeting and online ads is unquestionable (just check out the stats later in this guide if you need convincing on that point). However, it's a paradox that the idea of adding a second retargeting partner suddenly raises so many questions for companies. The suggestion of employing a multiple retargeting strategy elicits a wide range of responses—and is often viewed with skepticism or at least a touch of suspicion.

We've dealt with many questions about multiple retargeting strategies over the years, and now we've gathered the most important ones in this guide. We'll explain why the strategy should be embraced or at least explored by most online businesses.

Let's start with "what"...



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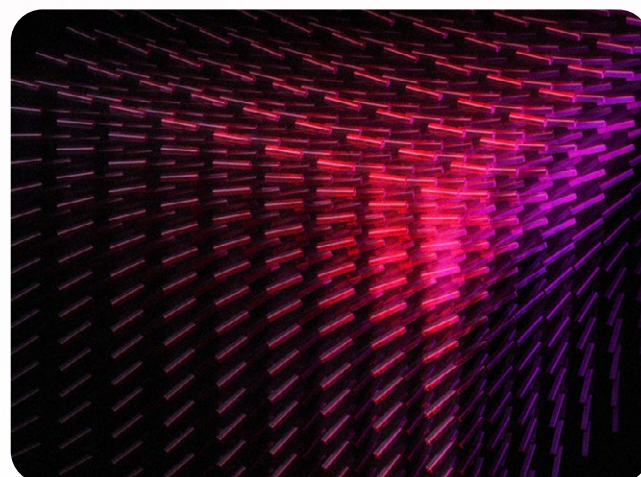


What is a multiple retargeting strategy?

In the simplest terms, the most convenient definitions:

A **multiple retargeting strategy** is adding a second or subsequent retargeting partner to your campaigns. That doesn't just mean having one partner for in-app campaigns and another for websites, but rather having multiple retargeters work together in web or app.

These partners try to attract users back to your site to convert their interest into purchases—especially users who have previously spent significant time browsing your site, added items to a cart, or clicked on an online ad.

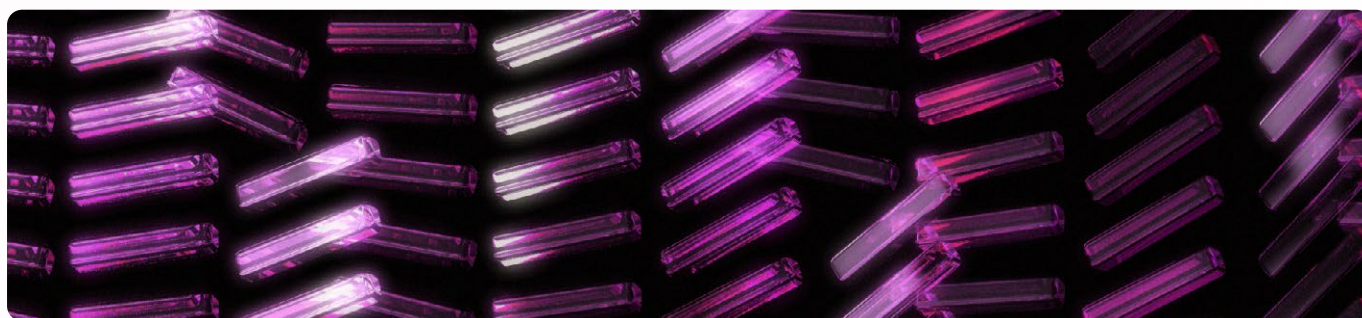


Yes, that's right. You pay two (or more) partners to do the same thing. That goes against a lot of natural instincts in business. However, multiple retargeting strategies are aligned with some core ideals:

- Retargeting is working for your business. So, adding more partners can be a positive option.
- The internet is a vast domain. Even if ads are performing well, you are still missing out on many online buyers.
- Competition between companies that are serving your needs is healthy and brings you better results.
- Retargeters use the same data but have different technology, so will reach different users.
- There are drawbacks to every strategy (and areas where you experience risk) but the overall results make it worth your while.

Is retargeting worth it at all?

Before you think about implementing a multiple retargeting strategy, you should decide if retargeting works in general. There's no need for a long debate. We'll just let the latest stats do the talking.



- 3 out of 4 users now notice retargeting ads.¹
- Retargeting ads have a 10x better click-through rate than other display ads.¹
- Retargeted customers are 3x more likely to click on an ad than people who never interacted with your business before.¹
- Gaming apps can uplift the average revenue among paying users by 50% with retargeting.²
- 88% of marketers use or plan to use AI for optimizing their retargeting campaigns.²
- The retargeting market is expected to expand to grow 15% per annum through to 2029.³
- Retargeting is used by 11% of marketers to attempt to win over customers from competitors.³
- Mobile app retargeting increases conversion rates for consumers by 38%.³
- According to 91% of marketers, retargeting is more successful than emails and displays.³
- Over 50% of users feel positively about ads that show tailored product content based on previous site visits, as well as ads that show a level of personalization or align with their interests.⁴
- 64% of consumers are at least somewhat willing to share personal information for more personalized offers.⁵
- Retargeting ads increase specific brand searches in web browsers by 1046%.⁵
- Only 11% of online users feel negatively about online ads. 30% are positive about them and the rest are neutral.⁵

sources:

¹<https://www.invespcro.com/blog/ad-retargeting-2/>

²<https://www.demandsage.com/retargeting-statistics/>

³<https://forms.app/en/blog/remarketing-statistics>

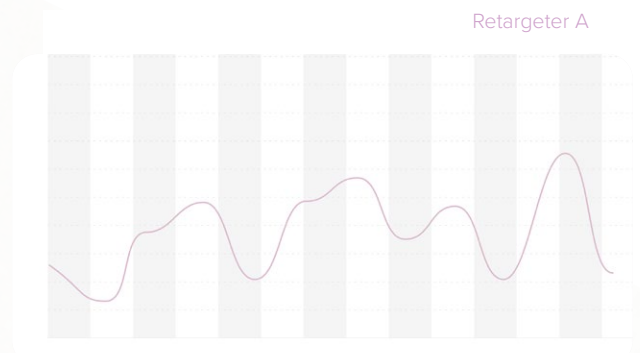
⁴<https://www.statista.com/statistics/1411110/consumer-perceptions-targeted-ads-and-personalization-worldwide/>

⁵<https://www.spiralytics.com/blog/retargeting-statistics>

Why does a multiple retargeting strategy work?

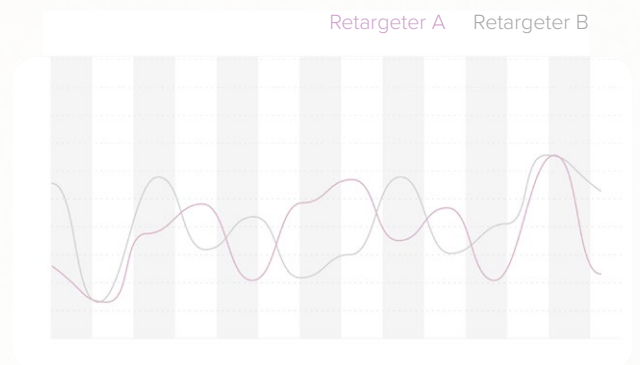
One retargeter against the world

Working with **one retargeter**. On the chart, the Y axis represents returns on retargeting on a specific ad inventory while the X axis represents user subgroups. With one retargeter, there are inevitable gaps in coverage that a second retargeter can help fill.



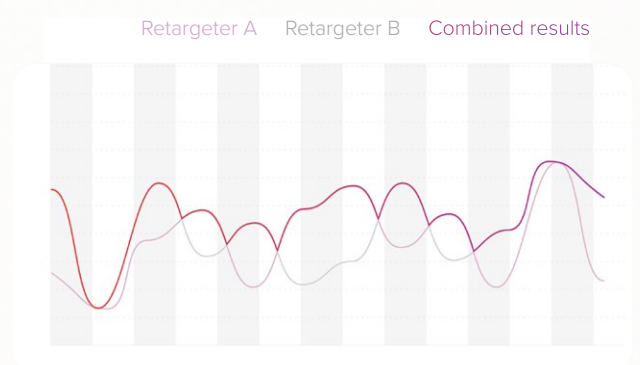
One retargeter against another

Retargeting tools are proprietary programs that work independently to classify users and make decisions. Different algorithms, creatives, and user segmentation mean that no two tools bring the same results—even on the same inventory. Different users are targeted by **different technologies** and, although it isn't always as neat as the chart here, there has proven to be very little overlap.



Retargeters working together for your business

The area underneath the lines represents the combined results from two retargeters. By adding a second ad partner, you fill many of the gaps left in your other partner's campaigns, improving your retargeting coverage. There will be some overlap, but it's fair to say that you could **double your results** by doubling up on ad partners.



Of course, there are still a number of questions that marketers might ask right now: Am I paying twice for twice the return? Doesn't this add even more complexity to our strategy? What about users who are targeted twice?

Next up: Who sees **my ads**?

Who sees my ads?

The main argument against utilizing a multiple retargeting strategy is so-called 'cannibalization'. This is the idea that two retargeters working on the same inventory drive up costs by bidding against one another for the same placements. However, as technology develops and times change, the narrative needs to evolve.

All you need to know about cannibalization in ten points

1. It's true that cannibalization was a problem in the past.
2. The old second-price model for auctions meant that the 'winner' paid just over the second-highest bid.
3. So, companies bid more than they actually wanted to pay, hoping to win and then pay less.
4. If two bidders did the same thing, the ad cost was inflated. And this fear remains for marketers.
5. Nowadays, a first-price bidding model means that you pay what you bid, so there's no more gambling on price at the client's expense.
6. Retargeters will chase the same users. Overlap is unavoidable, but it's also exaggerated. Different technologies find different users.
7. According to our data, fewer than a quarter of users who have converted on a given site had clicked through before from a different retargeter's ad.
8. Even if they did click on different ads, the client only pays once.
9. A last-click attribution model ensures that clients only pay for the last touchpoint before conversion.
10. And overlap isn't always bad. Some customers need more touchpoints before conversion, so it balances out.

The reality of multiple retargeting scenarios changed many years ago, though some providers still share the old story with clients. But in whose best interest?

Where will I see results?

If you get a multiple retargeting strategy right, you should see quick results in five key areas of your business.

More competition

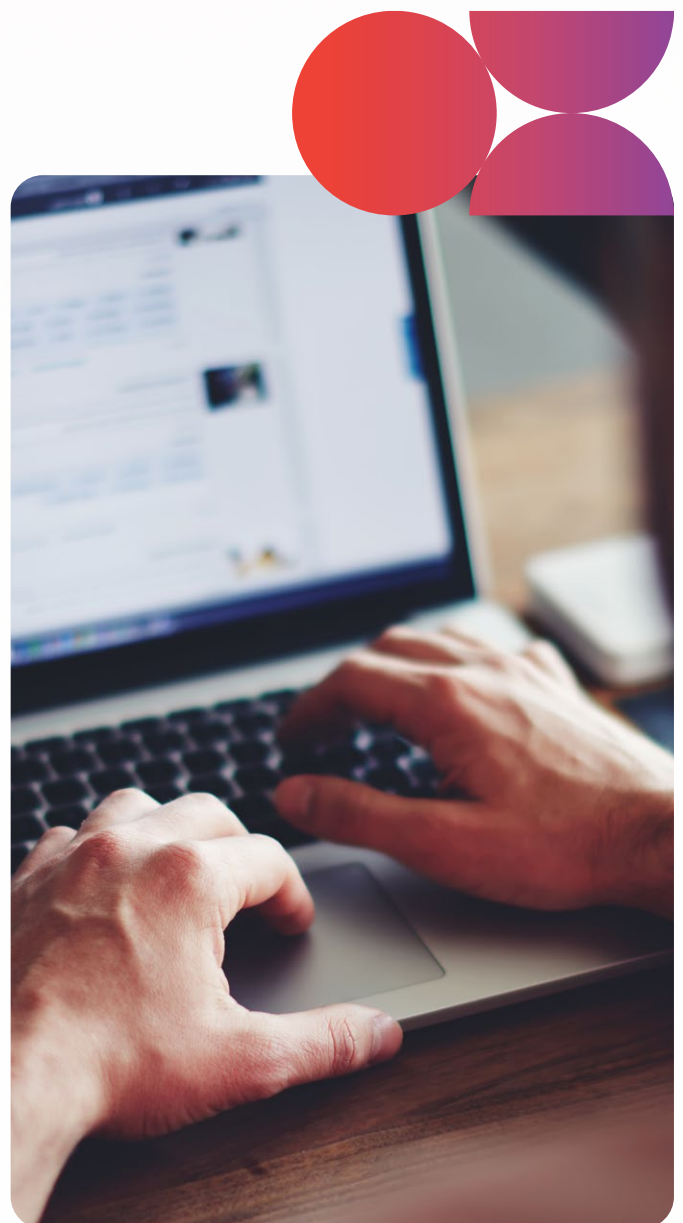
We're talking about healthy competition here. Working with more than one partner encourages each one to work harder to prove their worth to your business. If a retargeter is set against working in competition against another partner, you might ask yourself: what are they afraid of?

Increased reach

Every retargeting technology has blind spots. An algorithm may be brilliant at picking out a certain type of user but might miss out on another group that has the potential to convert. Your reach goes up as soon as you add a second partner.

More targeted ads

Once you are reaching people, you need to really connect with them. Choose retargeting using technology like our Deep Learning algorithms that can understand user preferences and tailor ad content to ensure that it has maximum impact.



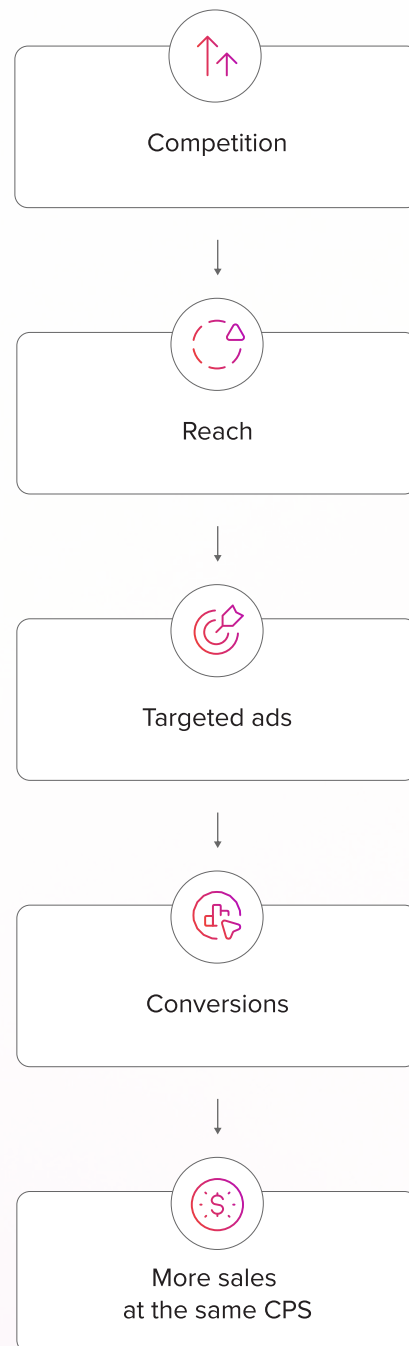


Click and conversions

Greater reach and more personalized ad content can only lead to more clicks and conversions on your site.

More sales with the same CPS

If you've set up your strategy right, you should see a spike in conversions, but without additional cost per sale. The correct multiple retargeting strategy spreads your budget across different tools, scaling up sales volume fast and efficiently.



Case studies

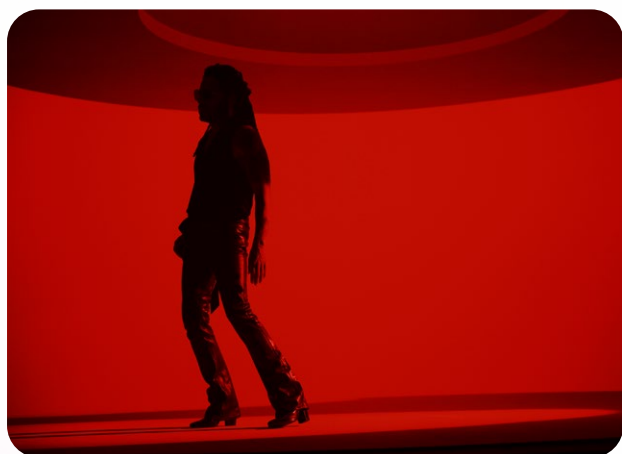
Multiple retargeting strategies are employed on thousands of our active campaigns, across every industry and region.



Ray-Ban is known the world over for its iconic sunglasses. Classic models like the Aviator (think George Michael's "Faith" video), Wayfarer (worn by everyone from The Blues Brothers to Beyonce), and Clubmaster (think Tim Roth in "Reservoir Dogs") have become part of the zeitgeist.

However, luxury fashion is a competitive industry, even for a brand with almost 90 years of success. Ray-Ban was seeking to increase online revenue and consolidate its presence in the American market.

Reaching different users in a multiple retargeting scenario was part of a cross-selling and upselling strategy that encouraged users to make additional or higher-value purchases.



WE DELIVERED:

10%

Better AOV than other partners

11%

YoY retargeting ROAS increase

5.6%

YoY retargeting revenue increase

magalu

The Brazilian ecommerce giant worked with RTB House as part of a multiple retargeting strategy and saw compelling results*:

3.2x

Revenue increase

2.7x

More conversions

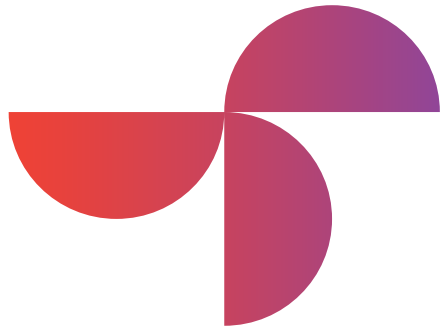
20%

AOV uplift

*Results comparing the first month of the campaign (June) to October.

“Our cooperation with RTB House has become fundamental to our media strategy. The campaigns brought fast and consistent results, without overlapping with our existing retargeting channels. The impact on our business has far exceeded our expectations of what was possible with an additional retargeter.”

Marina Galvão, Marketing Manager, Magalu



How can I make the most of a multiple retargeting scenario?

So, you're committing to a multiple retargeting strategy, but how do you set it up for success and measure the results?

The **top three tips** for running successful campaigns with more than one retargeter.

#1 Create equal conditions

To get reliable results, it's crucial to compare the performance of each retargeting provider using the same metrics and under the same conditions.

- Use each retargeting provider simultaneously over a long period.
- Set up the same budget, campaign goal, and user segments with all retargeting providers.
- Make sure that you all use the same maximum conversion cost, cost per click, channels, and attribution model.

Ensuring that each provider is working with the same resources and constraints gives you an accurate comparison.



#2 Use external measurement tools

Every retargeter will offer access to their own data panel but it's 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, as they may have different definitions for conversions or calculate metrics in different ways.

An external analytical tool will allow you to compare the cost per conversion delivered by each retargeters. It's an unbiased way to evaluate performance and see what is working best for your business.



#3 Use last-click attribution

A last-click attribution model is quite standard. However, it's absolutely crucial when advertising activities are run by various solutions and payment is made based on performance.

A user may have a variety of touchpoints with your offers before making a conversion. Using last-click attribution helps to ensure that you don't pay for the same conversion multiple times.

Which budget works best?

So, you know the what, why, who, and how of a multiple retargeting strategy. All that's left is to make the most of your precious marketing budget.

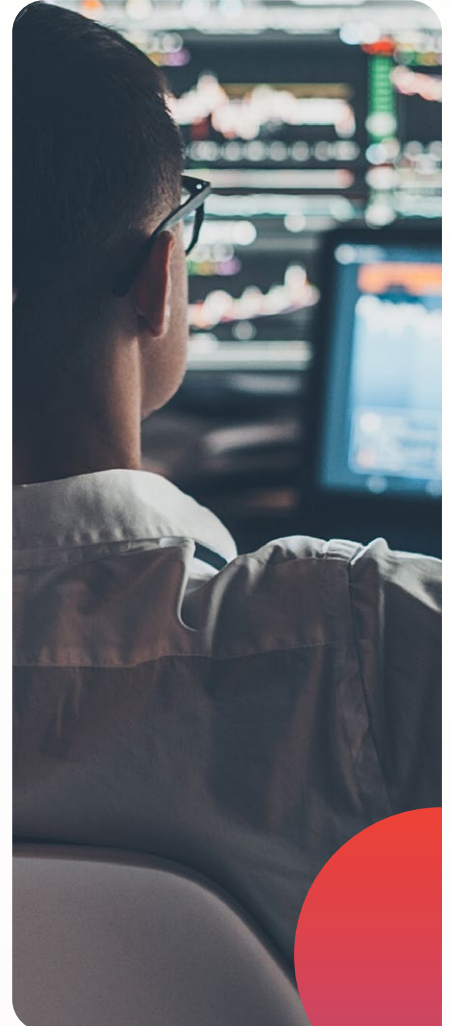
Open Budget Scenario

An open-budget model focuses on maximizing sales with multiple retargeters. Rather than splitting a fixed budget between retargeters in a closed budget model, you set clear targets for each partner and ask them to deliver conversions within a specific cost per sale (CPS) target, as well as defining other metrics.

An open budget prioritizes scale and allows your campaigns to reach their maximum potential. You see varying results from different retargeters as they try different tactics to achieve the goals, and because each is employing different technology.

The benefits of open budgeting

Compared to a closed-budget scenario, there is less manual work to do in reallocating resources. You set clear CPS goals and then monitor results closely. It's a great way to scale up fast and to increase reach.



Closed Budget Scenario

Imagine that you have a current retargeting budget of \$30K and your partner is generating 10K conversions at a cost of \$3 per conversion. You want to add a second retargeter to see if you can make any significant gains.

Rather than adding more budget, you stick with your cap and simply allocate a portion of your \$30K to testing a new partner.

Let's say that you allocate \$6K to your new partner and lower the budget with your existing partner to \$24K.

You then see [these results](#).

Primary Campaign 1st retargeter

budget \$24K generated

8,275

conversions



Additional Campaign 2nd retargeter

budget \$6K generated

3,000

conversions



Combined Campaign

budget \$30K generated

11,275

conversions in total

Your first partner is now generating only 8275 conversions but the efficiency has improved to \$2.90 per conversion. Meanwhile, the new retargeter is generating 3K conversions at a cost of only \$2 each.

You can now choose to stay with what you have or shift a great proportion of your budget to the more effective partner.

The benefits of closed budgeting

You never exceed your initial budget and continuously reallocate resources based on results to optimize your return on spend. It's all about increasing conversions by decreasing cost per sale.

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

Not every retargeter wants to talk about multiple retargeting strategies, but we're not afraid to put ourselves up against competitor solutions, or to work alongside them in order to bring what's best to our clients.

If you want to talk to us about how that might work for your company, then get in touch:

Visit us at

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