

10 Advanced Retargeting Strategies - OkDork

Visit OkDork.com/Retargeting to Learn More About Retargeting

1 Direct Marketing ☐

You can do retargeting directly inside Google and Facebook's ad network. We've found you save about 50% of your cost but it takes more work. More work = less fun. (Or 50% lower cost = More ROI = More Fun!...) [Click here to learn how](#) to do it directly within Facebook.



2 Front-Loading ☐

Raise your manual bid to insanely high amounts, \$10 eCPM with a \$10 budget. What this does is that when advertisers are bidding you'll get chosen first since you are willing to spend the most. Once you have some data coming in you can reduce your bid back down to what is a profitable amount.

3 Cookie Dropping ☐

Instead of just retargeting from your website, you can put your retargeting pixel on other people's websites. Ideally on a page related to the customer signing up for a newsletter or making a purchase.

4 Reverse Engineer Your Profitable Retargeted Traffic ☐

You can take your conversion ids from Perfect Audience and look up the source in Google or in your own database to see where

the customer has come from. Then you can go and get more traffic from whichever location sends you great customers for retargeting.



5 Optimize Your Retargeting Window ☐

If you only show to the most recent people or you test extending out to a longer period of time you can see which amount of time is ideal to get the maximum amount of customers.

6 Sales Cycle Retargeting ☐

Some products like buying a home or B2B purchases can take months to years. With your retargeting you can set different periods of times to show your ads. For example, show one type of ad the first 7 days, then another one the next 7 and lead your customer on a sales cycle completely through retargeting.

7 Geography and Day-Parting Optimization ☐

If you want to show ads for buying groceries you can pick the time zones and locations to just people who are able to buy. We've noticed that not many people buy our course on Saturdays so we reduce ad impressions / budget on that day.



8 Facebook Scraping



This is more in the grey zone, so I can't recommend it fully. Basically, you can get the user ids off of groups or pages and using Website Custom Audiences and you can retarget those people.

9 Dynamic Product Retargeting



You've likely seen this from Zappos or Amazon where they show you the exact product via ads everywhere on something you just bought.

10 Discount Ads



We never discount our [Monthly1k course](#) but if you think this will encourage a conversion I'd consider trying out ads with coupons in them for people to click.

