



HOW REMARKETING WORKS

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5Tales

SALES FUNNEL & REMARKETING

PROSPECTING

SCALE
CREATE INTEREST
NEW CUSTOMERS

SEARCH ADS

ATTRACT CUSTOMER
WITH INTENT

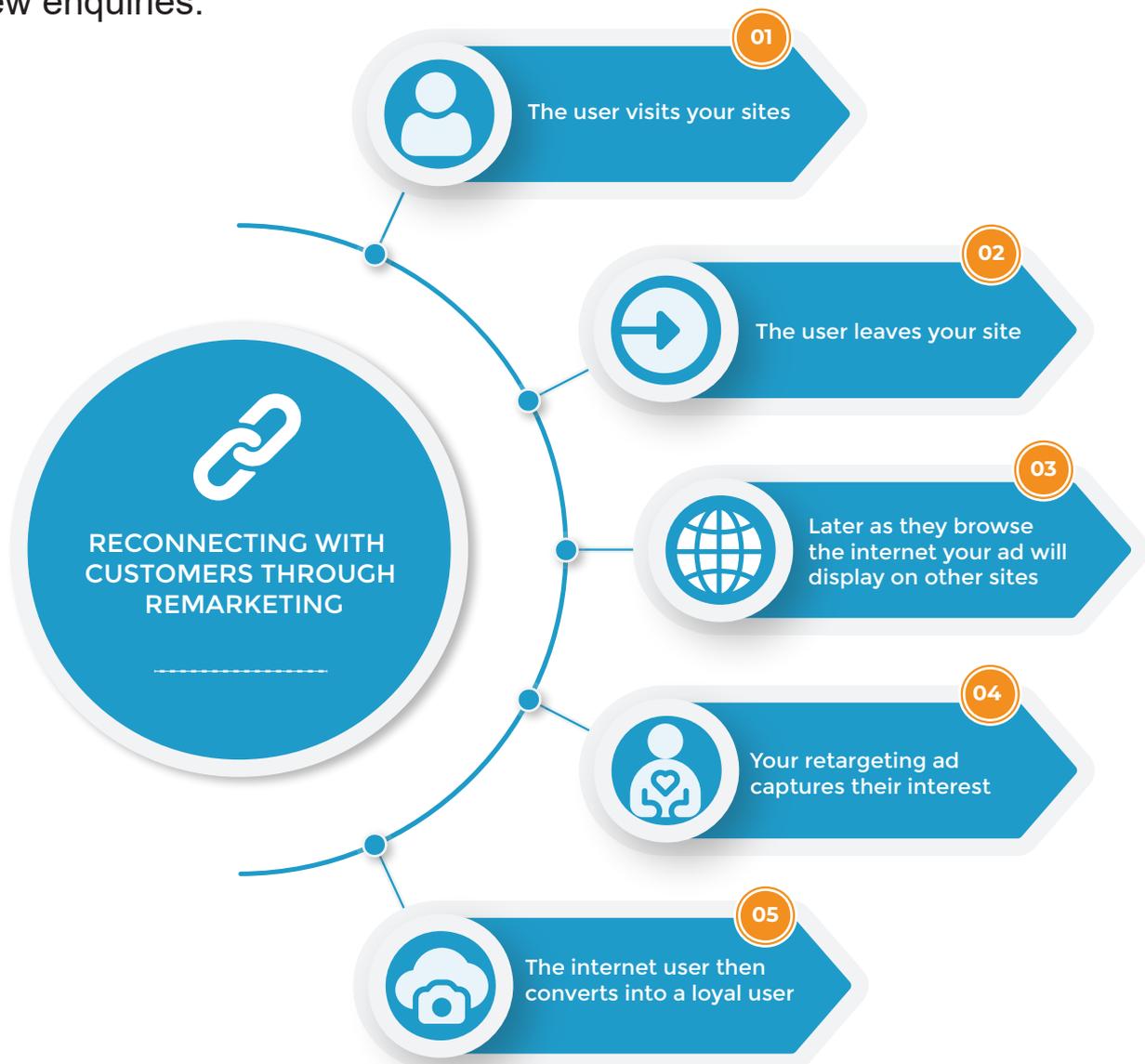
RETARGETING

RE-CONNECT
REMIND

RECONNECTING WITH CUSTOMERS THROUGH REMARKETING

Issue: With the creation of a Google Ad and/or SEO campaign there will be a significant increase in prospective clients to the website. However, some of those users will then leave your website without any way to recapture them after they leave.

Solution: Take advantage of the ability to remarket to visitors and tactically remind them to come back to your website and turn them into new enquiries.



WHAT WE DO

Campaign Set Up

This is what sets the scene for your online advertising activities. Based on your specific needs, it will include:

- Briefing communications
- Advertising design
- Variations for all screen and advertising sizes
- Audience segmentation, collection, and targeting implementation
- Tracking setup

Campaign Monitoring, Continual Optimisation and Performance Analysis

We never just launch a campaign and then come back when it's over to see what happened. Part of our service includes split testing, adjusting budgets and pacing bids. This results in a campaign that's optimised for your audience, giving you the results you want.

Experimentation and Testing

Put away the test tubes, because at 5Tales we take care of all the experimentation and testing for you. Our team is experienced in best-practice methods, so you get fully optimised Remarketing campaigns that are as effective as possible.

TIMELINE FOR GOING LIVE

