

Campaign Audience Retargeting

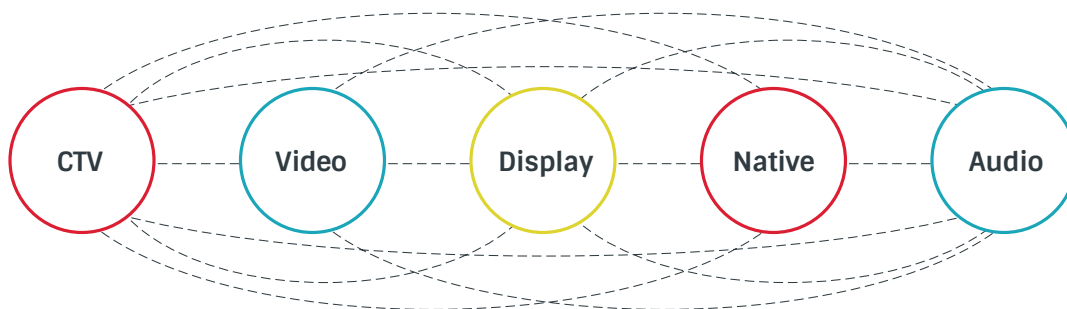
Retarget users who were previously exposed to one of your ads and deliver additional messaging across different creative types. Decrease overall campaign costs by easily blending creative types while increasing unique touchpoints. Plus, reinforce messaging and guide users through the sales funnel from awareness to conversion.

Benefits

- Drive actions by reaching users across multiple unique touchpoints.
- Customize your messaging to align with the user journey by serving ads across creative types in any order.
- Use retargeting audiences as opt-out lists to limit frequency and ensure users will not be served additional ads.
- Automated process eliminates the need for complicated campaign set-up.
- Implement retargeting audiences at any time for new or already existing campaigns.
- Track online or offline conversions from users who were retargeted, regardless of their device.

Align Messaging With the User Journey

There are many possibilities of retargeting combinations to customize each campaign for specific goals. Tailor your messaging across creative types to follow-up with users who have already been exposed. For example, generate awareness and then reinforce calls to action to guide users through the marketing funnel. Or, combine OTT/CTV ads with cost-effective display ads to achieve high impact at a lower total cost.



Determine the initial campaign from which you would like to build a retargeting audience. Simplifi.fi then automatically identifies users from that campaign who have been exposed to an ad, and creates a retargeting audience. The new audience pool updates every hour with new users and devices.

Interested in using Campaign Audience Retargeting for your next campaign?

Get in touch at hi@simplifi.fi, or contact your Simplifi representative.