

# PROGRAMMATIC BUYING

## RTB & Retargeting



## What Is RTB?

RTB (Real Time Bidding) is a term used for a process that allows a company to market to a specific audience. It is the banner advertising of the 21st century based on its ability to target such a specific audience...your audience. You can now approach people where and when you want. This in partnership with Retargeting is a powerful marketing tool that often costs a company substantially less than PPC for the same customers.

## How Does It Work?

First you determine who and where your audience is. For instance, if you are a local Dentist, or Family Physician, they would want to target people who are visiting the news and entertainment sites, in their area, or perhaps Facebook. But not the state wide or even the whole city, but right in their own zip code. This allows them to target a very specific audience, the people who

would most consider visiting their place of business out of convenience because it is near them.

Then as an ad impression loads on that news site, in a user's Web browser, information about the page it is on and the user viewing it is passed to an ad exchange, which auctions it off to the advertiser willing to pay the highest price for it. The winning bidder's ad is then loaded into the webpage nearly instantly; the whole process takes just milliseconds to complete.

The greatest part is that this winning bid is not for just the one ad, it is for 1,000 impressions. A thousand people see this ad often for less than what a single click on PPC would cost.

# Retargeting

## What is Retargeting?

Retargeting is something you have probably seen, but just not known what was happening. You know when you go to websites such as Target, Zappos, or even Amazon and their ads appear on many other websites that you visit for the next month or so? This is what is called

### Retargeting

This is when a company advertises directly to you to encourage you to come back.

### Advantages

- It targets the people who were interested in visiting you before (your audience)
- It is extremely affordable
- You “own” this audience
- You can market to them any time in the future
- This list builds over time
- Great for branding
- Extremely targeted

### Fact

Facebook and Twitter both use RTB Advertising directly in their timeline, as well as in the advertising space to the side.

### Fact

RTB was a 10B industry in 2014 and it is expected to grow to over 43B in 2015

### Fact

25% of online buyers enjoy receiving behaviorally retargeted ads because they remind them of what they were looking at previously.

So the basic premise to this combination is that RTB is used to conquest new customers to get them to your website. When they do, you place a special cookie on their browser that lets advertisers know to show them your ad. This in turn reminds them to come back and visit your site again. This is the most cost effective paid advertising on the market today.



Retargeting allows you to get the right message to the right person at the right time ... and allows you to continue to deliver your message after someone has left your website.

### Fact

Retargeting can be boost ad response up to 400%.

### Fact

Retargeted customers are 4x times more likely to convert than new customers

### Fact

Websites see a 726% lift in site visitation after 4 weeks of retargeting exposure

## Case Study:

A mortgage company out of College Station Texas was doing PPC and paying **\$20.86 per click**, which is the going rate. We started an RTB and Retargeting campaign and within the first month they received over a thousand clicks to their website at a cost of **\$.37 cents per click**.

Right People ✓

Right Ads ✓

Right Places ✓

