



## Retarget with Display Ads

Use retargeting utilize personalized and optimized display advertising campaigns. You can leverage leverages granular visitor activities captured by IBM Digital Analytics to enable the delivery of personalized display ads to retarget visitors when they leave your website.

## Retargeting Advantage

To be effective, display ad campaigns must deliver highly relevant messages to audiences visiting external web sites. Better segmentation and targeting are achieved when advertisers and ad networks leverage detailed information about web site visitor behavior. Collecting rich activity data and passing it to multiple ad networks is a complicated, expensive, and time-consuming endeavor.

With industry-leading Lifetime Individual Visitor Experience profiles that power each Digital Analytics online marketing solution, and a standardized web analytics tagging approach, we can offers distinct advantages:

- Expand reach by placing relevant ads before larger, better-segmented audiences faster while increasing ad conversion with personalized messages.
- Create sophisticated data segments to capture detailed behaviors and syndicate them across your ad network without requiring additional tag placement.
- Minimize marketing costs by leveraging lower cost channels to reacquire registered visitors with more effective display advertising campaigns fueled by rich web site visitor behavior data.

## Get Started

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