



[VRHEAD-469] As a marketer, I need an online ad retargeting strategy

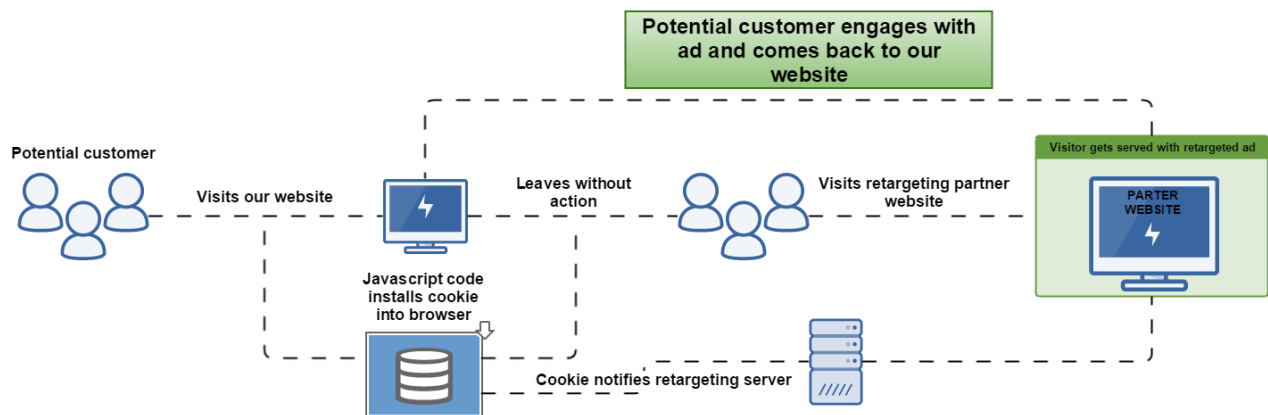
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Status: In Progress
Project: VR Headset
Component/s: backend, cookie-manager, website
Affects Version/s: None
Fix Version/s: None

Type: Story
Reporter: Levente Szabo
Resolution: Unresolved
Labels: engagement, partners, retargeting
Priority: Medium
Assignee: Dalia Lens
Votes: 0

Field Tab

Sprint: Landing page sprint



Online ad retargeting diagram.gliffy (94 kB)

As a preparation to launch a retargeting campaign on our VR headset product, we need to see how exactly retargeting works and what method we should follow. The goal is to be able to target website visitors who leave without significant action and reach them through relevant partner sites.

We are considering the following strategies:

- **Pixel based retargeting**
Pixel based retargeting is a way to re-display your material to any anonymous site visitor. This is probably the most common type of retargeting. When someone comes to our website, an unobtrusive piece of JavaScript (often referred to as a pixel) is placed on their browser.
- **List based retargeting**
List based works after you already have someone's contact information in your database. You can also use lists of your existing contacts for certain types of retargeting ads. The way that works is you upload a list of the email addresses to a retargeting campaign (usually on a social network like Facebook or Twitter), and the platform will identify users on that network who have those addresses and serve retargeting ads just to them.