

SEARCH RETARGETING

GET IN FRONT OF PROSPECTS SHOWING BUYING BEHAVIOR

Boost your brand awareness during the buying journey in real time

Over 93% of B2B purchases start with online research. And studies by Google, McKinsey and Harvard show that buyers typically complete two thirds of the purchase journey prior to contacting companies they are interested in. So how do you reach those warm-to-hot prospects who are doing a lot of research online before they talk with you? The answer is search retargeting, an advertising technique that identifies people who are actively researching your types of products and services on industry sites, supplier guides and directories, as well as those who are checking out your competitors' products. That way you can create brand awareness during the critical time when buyers are doing their homework and deciding which vendors to consider.

How It Works

We work with you to determine the keywords and phrases your prospects search that identify them as being in the market for your types of products and services. Our in-house creative department develops ads that stand out to your potential buyers. And then our programmatic advertising technology identifies and shows your ads to those prospects as they surf the web over the coming days and weeks.

Benefits

- Target the most valuable prospects whose searches indicate buying behavior
- Reach potential customers evaluating your competitors
- Stand out with ad creative designed to capture the attention of potential customers
- Complement and lift your paid search campaigns and other marketing tactics