

— HOW TO SELL MORE ON —

20 **BLACK FRIDAY** 15



Retargeting

AS AN ONLINE STORE...

You think about



Traffic → Discounts → Revenues



Retargeting

BIG CHALLENGE



Retargeting

Probably your marketing plan includes...



decided to do ...

Some retailers...

MORE than that.



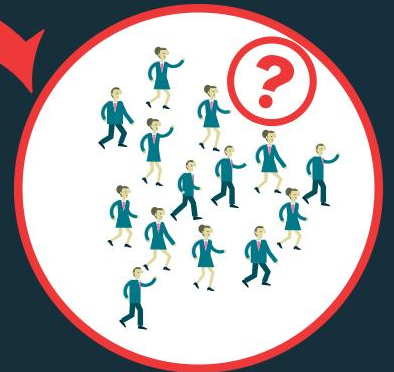
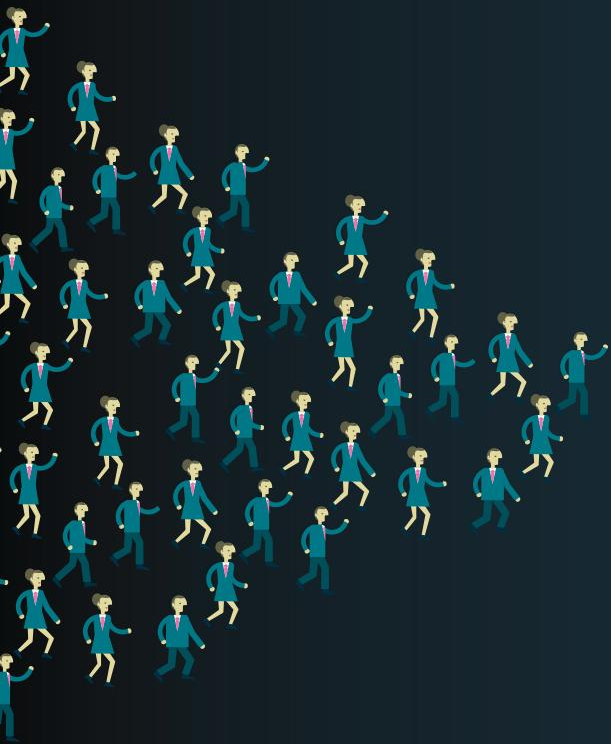
100% personalized Black Friday Trigger with Retargeting.Biz



Retargeting



HOW DOES IT WORK?



Retargeting

BLACK FRIDAY TRIGGER



DOES

IT

REALLY

WORK?



Retargeting



Let's
check
some
of our
results!

FASHION

Source (email)	Sent	Unique opened	Total opened	Unique clicks	Total clicks	Transactions	Revenue	Ecommerce conversion rate
	42694	17817 41.73%	21930 51.37%	6336 35.56%	9127 51.23%	211	24829	3.33%
Cart saver	2177	1051 48.28%	1398 64.22%	419 39.87%	599 56.99%	40	4783	9.55%
BlackFriday	11756	5181 44.07%	6558 55.78%	2029 39.16%	3498 67.52%	126	13785	6.21%
Bounce behaviour	28761	11584 40.28%	13973 48.58%	3887 33.55%	5029 43.41%	45	6261	1.16%



Retargeting

IT & C

Source (email)	Sent	Unique opened	Total opened	Unique clicks	Total clicks	Transactions	Revenue	Ecommerce conversion rate
	78132	33511 42.89%	41620 53.27%	12596 37.59%	17404 51.94%	327	38466	2.6%
Cart saver	11222	4237 37.76%	5605 49.95%	1723 40.67%	2577 60.82%	230	30100	13.35%
Black Friday	21242	9465 44.56%	12054 56.75%	3661 38.68%	6192 65.42%	212	23672	5.79%
Bounce behaviour	54711	22963 41.97%	28133 51.42%	8509 37.06%	10604 46.18%	75	10011	0.88%



Retargeting

B A B Y

Source (email)	Sent	Unique opened	Total opened	Unique clicks	Total clicks	Transactions	Revenue	Ecommerce conversion rate
	5805	4326 74.52%	6246 107.6%	936 21.64%	1285 29.7%	165	62804.21	17.63%
Cart saver	1440	968 67.22%	1321 91.74%	327 33.78%	456 47.11%	110	42591.15	33.64%
Black Friday	1096	916 83.58%	1352 123.36%	240 26.2%	383 41.81%	22	8805.56	9.17%
Bounce behaviour	2075	1589 76.58%	2366 114.02%	192 12.08%	229 14.41%	11	2556.13	5.73%
Dynamic subscription	1194	853 71.44%	1207 101.09%	177 20.75%	217 25.44%	22	8851.37	12.43%



Retargeting



STOP
LEAVING MONEY
ON THE TABLE!

START USING RETARGETING.BIZ

Contact us until 25th Nov. 2015
at info@retargeting.biz to...

Enjoy 30 Days Free Trial!



THANK YOU!

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