



# ReachRetargeting Site & Search Retargeting

Sometimes consumers search for topics related to your business or visit your website and leave without contacting you. ReachRetargeting™ puts your ads in front of these interested prospects, helping keep your business top of mind and bring them back to your website.



- Build brand awareness with interested prospects
- Reach consumers who have visited your website
- Target consumers who have searched for your business type



## Retarget Recent Visitors

We target consumers who have previously visited your website but may have left without calling or emailing you by showing them your display ad as they surf the web, keeping your brand top of mind. This encourages prospects to return to your website, which can boost the results of your online marketing efforts.



## Target Recent Searchers

We show your display ad to local consumers who have recently searched for keywords related to your business, such as “cosmetic dentist” or “cost of braces.” By targeting prospects who are actively searching for products and services you offer, we familiarize them with your brand and entice them to visit your site.



## Optimize Your Performance

We optimize your search retargeting and site retargeting ads to deliver better performance from your campaign. This helps you reach more consumers who have shown interest in your business, driving more return on your advertising investment.