

Soften Impact of Ad Stalking by a Personalized Method of Reaching Consumers, Shares Digital Marketing Expert

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Implementing the proper retargeting technique is essential for brands to avoid being judged negatively, said Augusto Beato of Portland SEO.

Beato was reacting to research by Conversant that consumers disliked being followed around the internet by the same ads.

Between 47 to 49 percent of consumers from the UK, US, and Germany expressed their desire for a stop to advert stalking. The French are more forgiving, with 38 percent expressing dislike for being followed around by the same advertisement.

Twenty-nine percent of UK consumers also said that they judge brands poorly when they become targets of bad advertising.

"Having to keep up with the same advertisement following us around is an issue that has hounded ad retargeting," said Beato, who is the CEO of Portland SEO. "Instead of resulting in a purchase, the consumer becomes annoyed with the ad and ultimately, the brand being promoted by the ad."

To avoid causing reputational damage to their brand, Beato emphasized that marketers should avoid retargeting consumers with high-volume low-quality ads.

Beato pointed out that marketers should employ more personalized ads, which includes changing out banner ads often and showing up on major platforms, instead of retargeting consumers in the same platform with the same banner ads.

It requires understanding the purchase behavior and habits of their target consumers, both online and offline and analyzing it across all channels and devices.

Those who want to learn more on how to reach their consumers with a more personalized method, visit http://remarketing.portlandseo.net.

For more facts and further information about Portland SEO, this can be discovered at http://www.portlandseo.net.

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