

Provide Value in Retargeting, Augusto Beato Advises Marketers

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Portland SEO's Augusto Beato advised e-commerce sites that are retargeting potential clients to provide value in sending the subsequent ads to become more pleasant.

Retargeting targets customers who visit an e-commerce website, but fail to make a purchase. Thus, the best audience for retargeting is those that added something to their cart but didn't check out.

There are many possibilities why the user didn't complete a transaction. He or she may have distracted by a more compelling matter to attend to or may have closed the browser by accident.

However, it becomes clear that the said user wanted something. Retargeting lets potential customers see ads across various platforms, but this could be annoying.

The key is to know what they are looking for and personalize the ads to tell them that you have the right product or service.

The use of artificial intelligence that determines past behavior and consumption patterns helps the marketers personalize their ads. "Ads that tempt users to go back and complete a purchase could be annoying if it does not provide value," said Beato. "Provide them with things that they may be looking for them to appreciate your ad."

He added that when retargeting, marketers should limit their ads to a specific number over a predetermined period.

For 30 days, he advised showing 20 to 30 retargeting ads.

"The objective is to turn actions by visitors into another chance of capturing a sale," notes Beato. "If the experience is not pleasant, it could end up as a botched attempt."

For more facts and further information about Portland SEO, visit http://www.portlandseo.net.

Find out more about the company's retargeting strategies by visiting http://remarketing.portlandseo.net.

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Portland SEO

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