

F3

Vysoká škola
ekonomická v Praze
Fakulta podnikohospodářská

Retargeting on Facebook

Jan Mareš

fph.vse.cz



EVROPSKÁ UNIE
Evropské strukturální a investiční fondy
Operační program Výzkum, vývoj a vzdělávání



MINISTERSTVO ŠKOLSTVÍ,
MLÁDEŽE A TĚLOVÝCHOVY

What is retargeting

- A cookie based technology
- To anonymously follow audience over the internet
- When somebody visits a website, a piece of code (sometimes referred as *cookie* or a *pixel*) is placed on their computer
- When this visitor leaves our website, we can still serve them our advertisements (on Facebook / Google Ads / etc.)

Why is retargeting effective

- We focus our advertising on people who
 - Are already familiar with our brand
 - Recently demonstrated interest

- Retargeting means higher **ROI**

Why is retargeting effective

- We can take advantage of
 - Current organic traffic the website is receiving
 - Current paid traffic the website is receiving
 - To maximize any organic traffic received in the future
 - To maximize any paid traffic received in the future

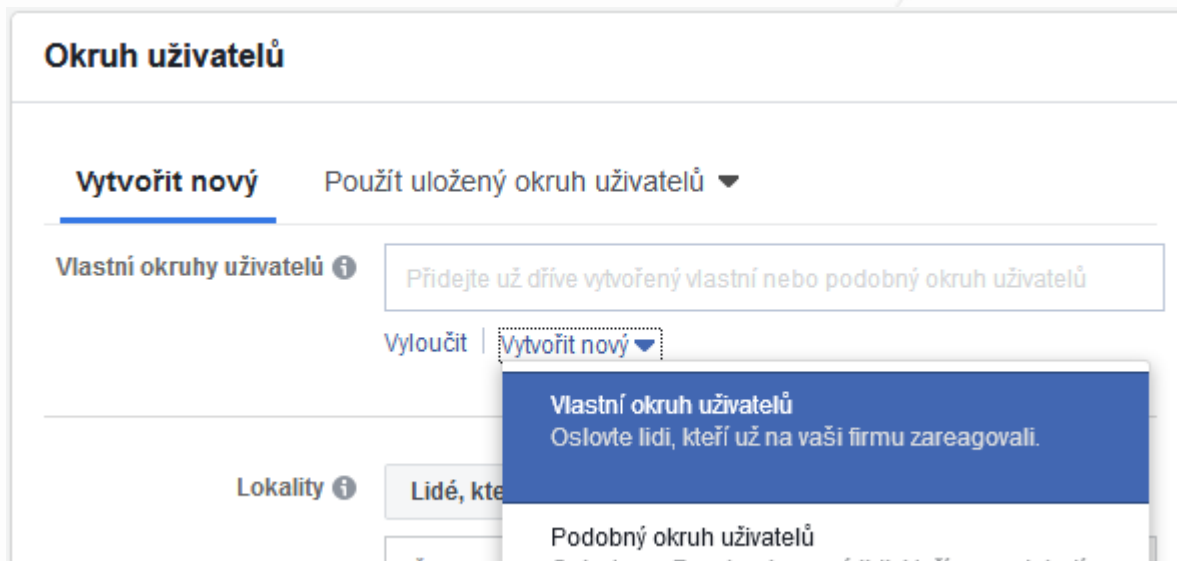
Facebook WCA

- Facebook WCA = Facebook **Website Custom Audiences**
- It is a feature of Facebook advertising that allows us to run advertisements to individuals who have previously visited our website
- This can be specified even further, based on:
 - People who visited certain webpage of a website
 - People who visited certain website with a keyword in the URL
 - People who visited on webpage, but not another one

Creating the pixel

- We need to create a piece of code that will track our desired audience
- Go to Facebook Ad Manager -> Campaign and select Audiences
- Then click on Create a Custom Audience

Source: author



Source: author

Creating the pixel

- The generated code need to be inserted into your website
- Between the tags `<head>` and `</head>` on each page of the site

```
<!-- Facebook Pixel Code -->
<script>
  !function(f,b,e,v,n,t,s)
  {if(f.fbq)return;n=f.fbq=function(){n.callMethod?
  n.callMethod.apply(n,arguments):n.queue.push(arguments)};
  if(!f._fbq)f._fbq=n;n.push=n;n.loaded=!0;n.version='2.0';
  n.queue=[];t=b.createElement(e);t.async=!0;
  t.src=v;s=b.getElementsByTagName(e)[0];
  s.parentNode.insertBefore(t,s)}(window, document,'script',
  'https://connect.facebook.net/en_US/fbevents.js');
  fbq('init', '605229329944639');
  fbq('track', 'PageView');
</script>
<noscript></noscript>
<!-- End Facebook Pixel Code -->
```

Source: author

Creating the perfect ad

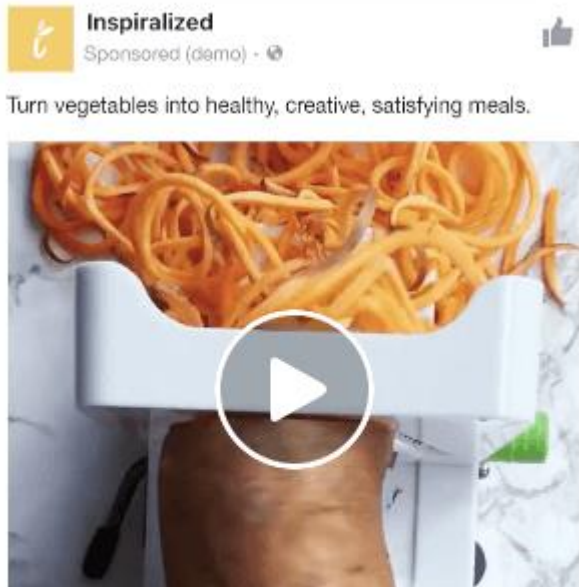
- Main components of a successful retargeting advertisement are:
 - Headline
 - Image
 - Ad Copy
 - Call to Action

Source: Hubspot (n.d.)

Creating the perfect ad

- **Headline** should contain your brand and / or a Call-to-Action to increase potential CTR (Click-through-Rate)
- In case of retargeting, this could be „*We miss you*“ or „*Grab a special offer – just for you*“

Source: Hubspot (n.d.)



Source: hubspot.com

Creating the perfect ad

- **Image** should be of high quality and large enough in its dimensions
- The image should be eye-catching and memorable
- But should not be overly detailed (for smaller resolutions and mobile)



Original Coast Clothing

Stylish new looks straight from the coast. Get ready for summer styles at great prices. Visit our website for more info.

[FACEBOOK.COM/ORIGINAL-COAST](https://www.facebook.com/original-coast)

Source: Hubspot (n.d.)

Source: hubspot.com

Creating the perfect ad

- Call-to-Action is usually displayed in form of button



Jasper's Market
Sponsored · 🌐

Come to Jasper's for great organic food at unbeatable prices.



Jasper's Market [Get Directions](#)



Save 20% off all organic produce! [Share](#)

12 people saved this offer
Expired · In-store only

[Use In-Store](#)

[Like](#) [Comment](#) [Share](#)

Retargeting strategy using blog posts

- Every blog post that is intended to be used for retargeting should have right social sharing title and description (*meta tags*)
- If the meta tag is too long Facebook will not approve it as an advertisement
- Every blog post on the website will be seen by the former visitors over and over
- Hence we need to implement CR (conversion rate) elements in those posts

Source: Hubspot (n.d.)

Retargeting strategy using blog posts

- Facebook ads allow us to target an audience based on interests
- However, some interests got too expensive to be exploited for a positive ROI
- Example: Internet marketers

Source: Hubspot (n.d.)

Retargeting strategy using blog posts

- Solution – we create a general ad with broadly targetted (in relation to internet marketing) audience to generate as many clicks as possible
- We get short term broad audience -> later we can target long-term loyal audience

Source: Hubspot (n.d.)

Usual mistakes when retargeting

- Mistakes in retargeting set-up can cause us to lose money
- **Typical mistake** – just put the tracking pixel on the website and hope for good results
- This means that the only information we get is that the visitor landed on our website previously
- We need to also observe the **bounce rate** metric in Google Analytics

Source: Hubspot (n.d.)

Usual mistakes when retargeting

- If bounce rate is 80 % it means that 80 % of the visitors are not interested in what we have to offer
- Or do not like the content
- This means that potentially 80 % of advertising budget gets wasted resulting in **negative ROI**



Source: Hubspot (n.d.)

Usual mistakes when retargeting

- **Solution:** Set-up 45 seconds of waiting before tagging them with a pixel/cookie
- This means that only interested visitors are being tagged
- We tagged the **20 %** of visitors that are interested in our content

Source: Hubspot (n.d.)

Examples of successful ads


 **TOMS**
Sponsored · 




[GIVEAWAY] Autumn's here and we've got your new perfect shoes for your next city trips and getaways! 🍂 We're giving you the chance to win your own pair of the Rio, Balboa or Paxton, to join your autumnal adventures ...and there's not 1 winner, but 5 will be selected!

To participate:

- 🍂 Make sure you've liked our page, TTOMS
- 🍂 Take a look at our new autumn styles: <http://spr.ly/6185DC1dT...>

[See more](#)

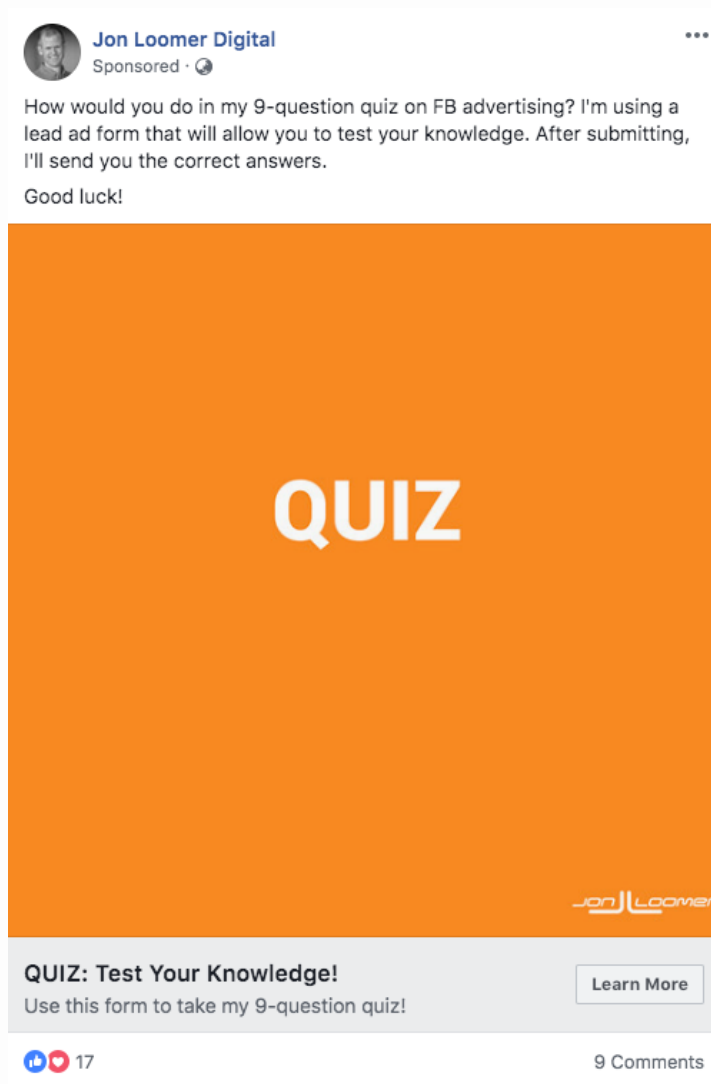


   1.2K

1.3K Comments 369 shares

Source: Hubspot (n.d.)

Examples of successful ads



A screenshot of a Facebook advertisement. At the top left is a profile picture of a man and the name "Jon Loomer Digital" with "Sponsored" and a globe icon below it. The main text of the ad says: "How would you do in my 9-question quiz on FB advertising? I'm using a lead ad form that will allow you to test your knowledge. After submitting, I'll send you the correct answers. Good luck!". Below this is a large orange rectangular area with the word "QUIZ" in white, bold, sans-serif font. In the bottom right corner of the orange area is a small logo for "Jon Loomer". Below the orange area is a grey bar containing the text "QUIZ: Test Your Knowledge!" and "Use this form to take my 9-question quiz!". To the right of this text is a button that says "Learn More". At the very bottom of the ad, there are icons for likes and comments, showing "17" likes and "9 Comments".

Source: Hubspot (n.d.)

Q & A



Sources

- Grizzell, N. (2014, September 9). Website custom audiences: How to set up a facebook retargeting campaign. Agorapulse.
<https://www.agorapulse.com/blog/setting-up-website-custom-audiences-facebook-retargeting/>.
- HubSpot. (n.d.). Facebook marketing. The Ultimate Guide.
<https://www.hubspot.com/facebook-marketing>.
- What is retargeting and How does it work? Retargeter. (n.d.).
<https://retargeter.com/what-is-retargeting-and-how-does-it-work/>.
- Whitney , M. (2018). The ridiculously awesome guide to facebook remarketing. WordStream.
<https://www.wordstream.com/blog/ws/2015/11/16/facebook-remarketing>.



EVROPSKÁ UNIE
Evropské strukturální a investiční fondy
Operační program Výzkum, vývoj a vzdělávání



Toto dílo podléhá licenci Creative Commons
Uveďte původ – Zachovejte licenci 4.0 Mezinárodní.

