

Re-Marketing

- Primary goal was around generating awareness for our name, as we had found that banner ads are not a great lead generating tactic for us (low click volume but great for getting in front of people).
- Our remarketing ads through Google served ads to people who had visited our website before but had not converted (filled out any forms on our site). It served them display and text ads within the Google Display Network that encouraged them to watch the Silverpop video demo. The primary goal here was generally based around Awareness and impressions.
- Within Adwords, we also ran a Search Companion Ad program. The difference here is you are able to target users based on the keywords they searched in a browser session and serve them display ads. (ie: someone searches 'email marketing' but clicks on a non-Silverpop link, Silverpop can serve them ads based on the fact that they were looking for 'email marketing'). Like remarketing, the goal here was usually around Awareness and impressions.
- Our third remarketing tool was Terminus. It was a B2B account-based marketing tool that allows us to segment our database and serve display ads to companies or segments that we selected. For example, we could say we wanted to serve a certain whitepaper to all marketers that worked for Retail companies in our database. So we could get hyper-targeted in our messaging. Again, banner ads never generated lots of clicks for us, but this was an effective tool when we wanted our ads to appear in really specific places, compared with Google, that didn't allow quite as much control.