

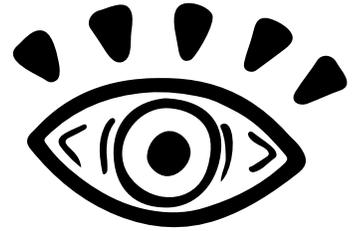
TRUST  
VALUE  
OPTIMIZATION  
AWARENESS  
BRAND  
ENGAGING  
RECALL  
LOYALTY  
RECOGNITION  
AUDIENCE  
STRATEGY

If you want to increase brand awareness, look no further than retargeting. This highly effective advertising tactic uses snippets of code to automate ad exposure to those who previously took action but didn't go through with a conversion ... giving your brand more exposure with interested prospects. Read on to learn why ESP® Retargeting is the perfect strategy for you in 2019.



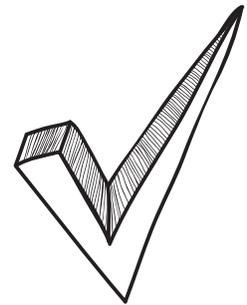
# BRAND RECOGNITION

According to “The Rule of 7” marketing principle, prospects need to come across your brand or product at least seven times before they really start to notice you and decide to take action\*. By constantly showing relevant ads to users who have previously visited your site, you’re building up your brand’s visibility even if these users aren’t ready to convert on a sale yet.



# BRAND VALUE

By utilizing ESP Retargeting, you’re able to remind your audience of something they’ve already expressed interest in, vastly increasing the probability of a conversion thanks to an easy, streamlined process. Retargeting is so effective because it focuses on prospects who are already familiar with your brand, making it easy to reconnect.



# BRAND LOYALTY

Since you’re targeting people who are already familiar with your brand, this is a great way to retain engagement with loyal customers. Retargeting ads lets users know you’re thinking about them, which helps build trust.



# RETARGETING BEST PRACTICES

Keep your content fresh. If a user sees the same ad over and over again, they will have a harder time trusting your intentions and the ad will lose its appeal.

Retargeting ads can promote new products or specials, which is a great way to generate buzz and keep customers informed.



## GOAL OF RETARGETING

These particular prospects and customers have already expressed interest in what you have to offer – sometimes they just need a little extra motivation to take the next step. By inserting your brand into their browsing habits, you build up brand awareness over time, so when these users are ready to convert, they'll think of you first.



WANT TO KNOW MORE ABOUT  
ESP RETARGETING AND HOW YOU  
CAN BUILD BRAND AWARENESS?

[VISIT ASIADVERTISING.COM/RETARGETING.](https://asiadvertising.com/retargeting)

\*"The Rule of 7 Can Radically Grow Your Business," The Balance Small Business, 2018.