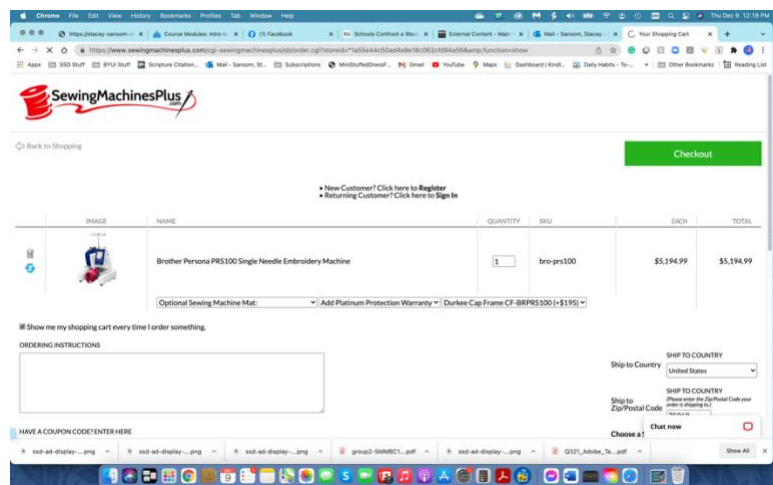


### 13.3 Retargeting

I found this assignment very frustrating because my attempts to find retargeting ads was futile based on my first couple of abandoned shopping expeditions. I knew that retargeting capabilities were turned on and my information was getting out there, but I was not seeing the ads anywhere that I was going for the items in my carts at three different stores. I was seeing retargeting ads for banks and web hosting services. These were the last two big searching adventures I have had in the last 7-10 days. I never loaded a bank account or web hosting service into my cart, I was merely finding details. I did switch business banks, not hosting services. I knew the principle of retargeting advertising was working, but I was not finding them for the items in my cart. I finally had to go bold and sure enough it worked.

#### The Abandoned Cart

The item that I went shopping for was an embroidery machine. I have been watching the prices on them now that product availability is increasing after recent supply chain issues.



## The Retargeting Efforts

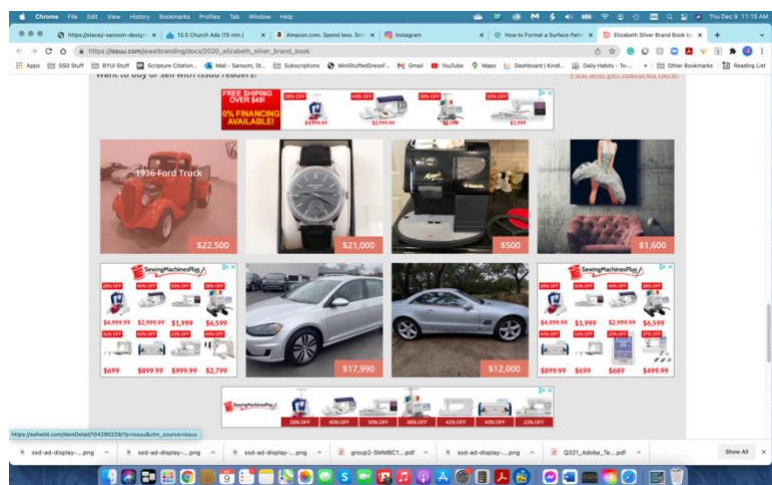
I found it frustrating that I was not able to find retargeting ads on social media related to the items in my cart, but I did find them a variety of other places. This is a big-ticket item, so it is going to take quite a bit to get me to pull the trigger and submit order.

All retargeting ads contained images of the item in my cart and were combined with other similar items of both higher and lower price brackets. Some showed the price and others showed how much of a savings the current price is. The savings is more effective because I know they are expensive.

The most effective ad grouping is the one that clearly states free shipping and 0% financing on purchases. This would make me more likely to purchase at the price with added accessory in the package deals versus buying the machine without package pricing.

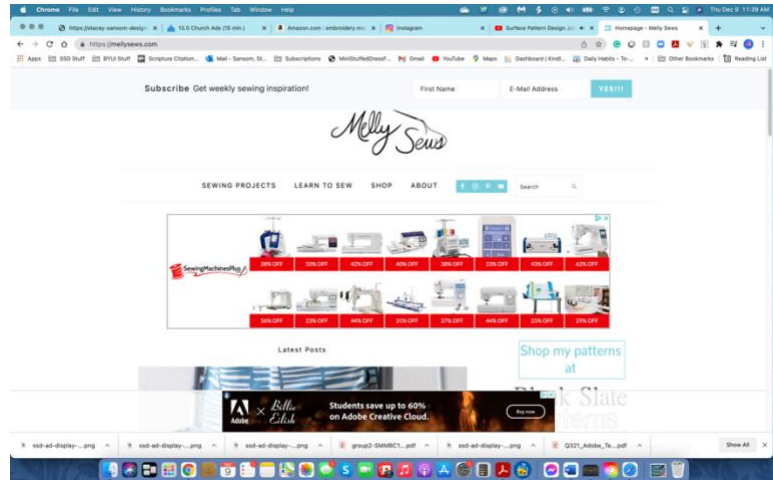
## Retargeting on issuu.com

I was looking at examples of niche specific portfolios. The top banner ad is most effective because it hits my pain points of not wanting to pay exorbitant shipping costs and needing financing.



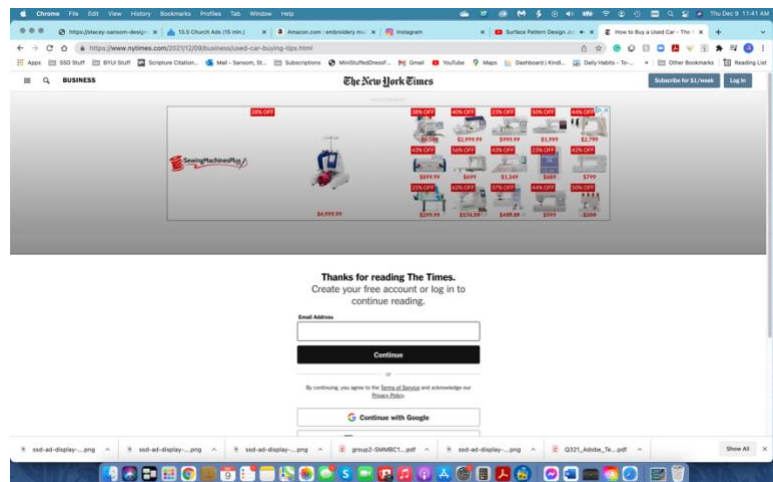
## Retargeting on MellySews.com

I was looking at homemade holiday gift bag ideas for “wrapping” themed gifts this year. This ad reminded me that the product in my cart was 20% off.



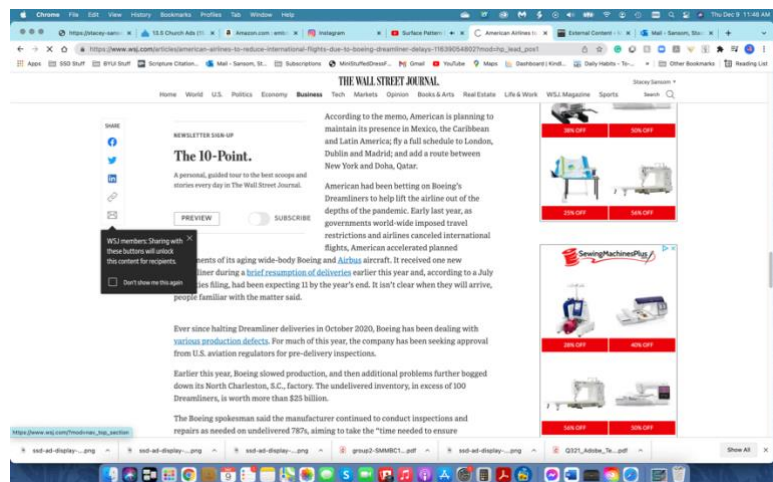
## Retargeting on nytimes.com

This ad was found on an article entitled “Used Car Buying Tips.” It did take me maxing out the number of free articles for the month to find it, but it did not disappoint.



## Retargeting on wsj.com

There were multiple ads in the sidebar of an article about American Airlines reducing the number of international flights. These ads reminded me of the 20% savings.



## Retargeting on wsj.com

This was found with an article about behavior problems at schools and the theorized link to virtual learning. Again, this ad is reminding me of the 20% savings.

