Publisher: how to do retargeting for a client
Introduction

For the advertiser, retargeting is a very interesting form of media delivery with extremely consistent results. Using Navegg, a vehicle can use this methodology to meet the demands of its clients by reaching people who have already previously established some contact with the advertiser's brand.

Case study

Gazeta Online uses Navegg's technology on all its websites in order to determine their audience profiles, which allows for segmentation according to the consumption motivation and interest of the Internet user.

In January 2014, a campaign ran the same ad in different ways, with the audience segmented and also without any segmentation. By doing this control, it was possible to measure which of the strategies obtained the most results in conversions.

The campaign targeting people who had already visited the advertiser's page was displayed for 11 days and was targeted to young A/B and C class audiences who showed interest in the area of graduation. The control campaign had already broadcasted for 15 days and circulated without any type of segmentation for all of the public that accessed Gazeta Online.

Results

The result of this campaign was a CTR of 0.04% for non-targeted ads and 0.16% for ads targeted to specific clusters, in other words, fewer impressions at four times the conversion rate.

<table>
<thead>
<tr>
<th>Non-Targeted</th>
<th>Targeted</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.04%</td>
<td>0.16%</td>
</tr>
<tr>
<td>Control campaign. Without segmentation.</td>
<td>Fewer impressions and 4 times more conversions in relation to the respective control campaign.</td>
</tr>
</tbody>
</table>
Application

1- Create and configure the custom segment.

a) Create a custom segment (Custom tab) in the Navegg panel. Among the collection method options, you should select the next to last: Pixel Tag. Copy the generated code which should be sent for implantation on the advertiser side.

2- Implement Custom on the client site and check volume.

After the pixel tag generated in the previous step has been sent, the advertiser should then implement it on their page. In this example, we used Google Tag Manager to configure the insertion of the script.

a) Firstly, in the Workspace tab, click "Add a new tag".
b) Among the Choose tag type options, click add "Custom HTML".

c) With the selected product, insert the pixel tag into the "Configure Tag" field. After this, it's necessary to choose on which pages the tag will be triggered.

d) Then click on "Save" and the tag trigger will have been configured.
3- Configure segments in Adserver.

For this example we used DoubleClick for Publishers, however all the Adservers integration guides are available on our documentation page.

a) Enter the Custom tab of the DMP and take note of the ID’s that will be used as campaign segmentation. They will be next to the name used in the segment.

b) After that, go to the "Inventory" tab and add the key-value nvg_custom, if it hasn’t already been added.

c) Then click "Add values". The customs IDs should be entered here. Then click "Apply."
4- Deliver segmented campaign.

a) After configuring the segments, scroll to “Add Segmentation” in the step adding a new order in the DFP, go to "Key-value" and add the custom ID’s that will be used to reach the people tagged by the custom segment.

Go an extra mile

Use o segmento customizado como filtro no menu superior e apresente alguns dados sobre o comportamento da audiência do seu cliente. Isso poderá gerar grandes insights e novas parcerias!

Conclusão

Como foi possível perceber pelo estudo de caso, o retargeting é uma ferramenta imprescindível. A Navegg criou um caminho facilitador para isso, não dependendo de passos complexos, mas sim focando no intuitivo e prático.

Após ter esgotado os recursos comuns como Google e Facebook, o melhor caminho é utilizar os usuários que já entraram em contato com a marca e atingí-los com campanhas que sejam importantes para eles.