Retargeting Package

AGNITAS
e-mail & marketing automation

Greater sales through maximum customer centricity

Retargeting means you pick up your customer's needs at optimum level, offering him tailor-made contents.

Via the AGNITAS Retargeting package you will find, in a simple and automated process, what is interesting your recipient at the moment. You can send your recipient information on this subject in a targeted way at the right time.
In combination with the Automation Package you will be even more flexible in the design of your retargeting campaigns.
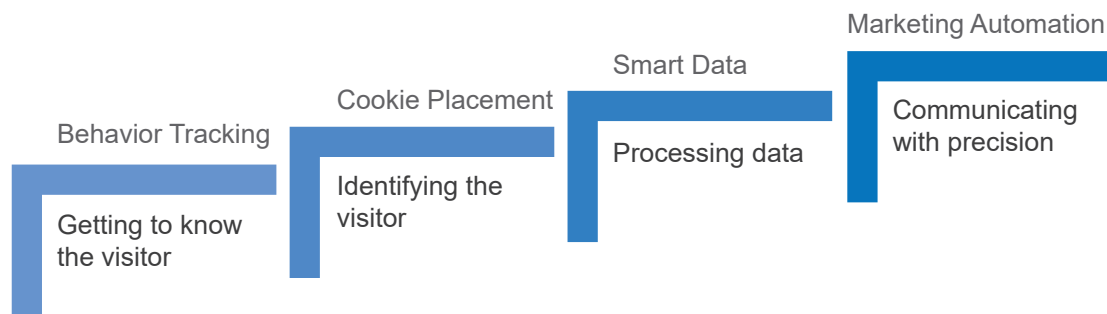
Benefits of retargeting by e-mail

✔ Visitor identification through Behavior Tracking, even without login
✔ Message will always be displayed due to immunity to adblockers
✔ You determine when, where and how through fully customized communication
✔ Sales growth due to maximum customer loyalty

Retargeting in four stages

From behavior tracking to automated retargeting campaign by e-mail:

Marketing Automation
Communicating with precision

Smart Data
Processing data

Cookie Placement
Identifying the visitor

Behavior Tracking
Getting to know the visitor

Design your retargeting campaigns as individually as you want, e.g..

- ✔ Cross-selling campaigns
- ✔ Upselling campaigns
- ✔ Items last viewed

- ✔ Abandoned shopping-basket campaigns
- ✔ Next-best offer campaigns
- ✔ Recommendation mailings

Components of Retargeting Package

The Retargeting Package contains two components: behavior tracking and reference tables.

Behavior Tracking

With behavior tracking you can fully adapt your e-mails to reflect your visitors' purchasing and surfing behaviour, and completely without login! Through tracking pixels, which you integrate into your website, you will record numerous items of information – from pages called up, to sales figures. These data are allocated automatically via cookies to your recipients and saved on the recipient profile in E-Marketing Manager.

Reference Tables

The data in the reference tables form the basis for your retargeting campaigns. The retargeting package gives you an opportunity to set up additional tables with non-personally related contents, such as prices, images or links, in E-Marketing Manager. You can adduce the data in the reference tables both for your mailing creation and for your target-group formation.