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 of interest for 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**
  Behavior tracking even without login
- **No ad blockers in the e-mail**
  Your complete message is viewed
- **Custom-fit communication**
  You determine, when and where
- **Sales growth**
  Maximum customer centricity

**Greater relevance, more response, more conversions**
Retargeting Package

Retargeting in four stages

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

Getting to know the visitor

Identifying the visitor

Processing data

Communicating with precision

Marketing Automation

Smart Data

Cookie Placement

Behavior Tracking

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 user login!

Through tracking pixels, which you integrate into your website, you will record numerous items of information – from page visits, to sales figures. These data are allocated automatically via cookies to your recipients and saved on the recipient profile in EMM. This information is provided for campaigns, target groups and insights statistics.

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, coupon codes or links, in E-Marketing Manager. You can use the data in the reference tables both for your mailing creation and for your target group formation.

Contact us for more information:
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