



MAKING IT WORK

Mastering Remarketing in an Omnichannel World

YOU'VE GRABBED THEIR INTEREST... NOW KEEP IT

We've all been there:

We decide to research an item we're interested in, visit a website to learn more, and begin the purchase by adding the item to our shopping cart. But in the end, we either abandon the cart or decide not to buy the item altogether.

Soon afterwards, as we're surfing other sites to read news, check email, or get the latest on our friends through social media, we begin to see ads for that same item we had originally intended on purchasing.

And so it gets us thinking: *"Hmm, maybe I should buy it, after all."* So we click on the ad, taking us back to the retailer's site, and complete the purchase.

That's remarketing in action.



Re-engaged, you're enticed to come back and make a purchase. Through timing, persistence, or nuances of the offer, remarketing keeps the advertiser top of mind and compels you to take action.

But there is a downside to remarketing. At its most basic, it's not personally relevant. And so, rather than being inspired to take action, you're often frustrated by:

- ▶ Irrelevant ads that follow you around the internet
- ▶ Ads that are displayed even after you buy the product
- ▶ Ads that appear to be targeted to someone else (like your son or daughter)
- ▶ Brands that treat you like you're a different person on different channels

In a world where we spend more and more time on different devices, it's the responsibility of the marketer to master omnichannel remarketing to avoid these frustrations. It won't be easy, but the rewards are many.



CONSUMER INTEREST IS SLIPPERY, SO STAYING TOP OF MIND IS CRITICAL

95% **OF VISITORS**
leave without converting

40% **OF PROSPECTS**
lose interest within 7 days

90% **OF MARKETERS**
say remarketing works better than search, email, and display campaigns

98% **OF WEBSITE VISITORS**
are anonymous, making basic remarketing even more difficult

Source: Deloitte Consulting LLP

MAKING REMARKETING WORK IN AN OMNICHANNEL WORLD

With so many devices and marketing channels available these days, it's harder than ever to reconnect with buyers who've shown interest. Yes, omnichannel gives marketers more touchpoint opportunities, but it also creates a more complex and often confusing landscape.

A few stats show why omnichannel is raising the stakes for everyone:

84%

OF CONSUMERS

use some type of digital device for shopping-related activities

91%

KEEP THEIR DEVICES WITHIN REACH

100% of the time

40%

CONVERT AT A HIGHER RATE

when mobile is part of their shopping journey

75%

WERE INFLUENCED ON SOCIAL MEDIA

thanks to product information they found

Source: Hubspot

WHY IT'S HARD: YOU NEED ACCURATE IDENTITY ON ANY CHANNEL

From website to mobile to email and more, you can't remarket unless you're sure you know the consumer's identity. But the components of identity shift, piece-by-piece, as people change their lives.

Consider that every year:

2.1 MILLION legally change their name

16 MILLION relocate households

45 MILLION change part of their contact information

75 MILLION change their phone carriers¹

With this sheer volume of change, it's becoming harder to verify consumer data — especially when publicly available information has been on a steady decline. In fact, the amount of publicly available data to verify consumer information has declined from 78% to 30%, since 2000.²

1. Source: Neustar internal data

2. Source: U.S. Census Bureau



KEY QUESTIONS TO CONSIDER: ON THE PATH TO OMNICHANNEL SUCCESS

Without accurate identity information:

How can you tell that a consumer viewing your ad on her smartphone is the same one receiving your email marketing?

How can you ensure that the person phoning your call center hasn't already purchased your products, from either your website or brick-and-mortar store?

More important, are you wasting marketing investment by remarketing to a consumer based on their behaviors (such as cookie data from a website visit), rather than on their ability or propensity to buy?

3. Source: Deloitte Consulting LLP



SOBERING FACT

MOST MARKETERS CAN IDENTIFY ONLY 40% OF THEIR CUSTOMERS AND HIGH-VALUE PROSPECTS ACROSS CHANNELS.³

WHAT IF YOU COULD...

REMARKET TO SHOPPERS NOT ONLY THROUGH YOUR WEBSITE
BUT THROUGH CHANNELS LIKE:



CALL CENTER

Up- and cross-sell inbound callers by augmenting their own CRM data with third-party identity data to identify and score inbound callers based on their propensity to buy. Then follow up with email, direct mail, or other tactics to present them the most relevant offer.



DIRECT MAIL

Follow up with a mailer to a customer who contacted your call center or visited your website.



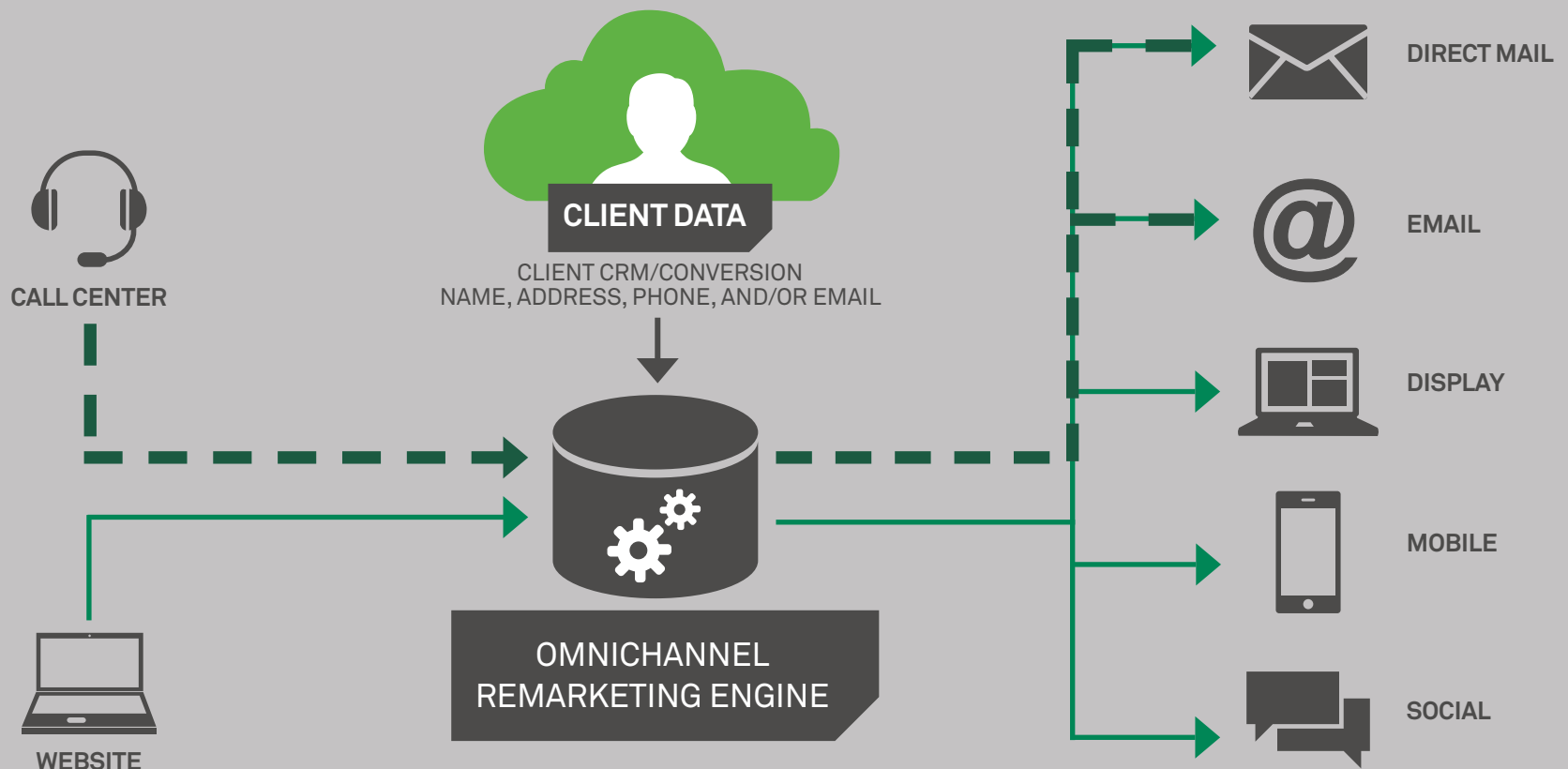
CLOSE THE LOOP

Measure campaign success by accurately crediting media, leads, sales and conversions to individual campaigns; learn exactly where a customer saw the ad and made the final purchase.

GOOD NEWS: YOU CAN USE MULTIPLE CHANNELS TO REMARKET

With Neustar's OmniChannel ReMarketing engine, you can identify, qualify, and target non-converting prospects from your website and call center, enabling you to target offers through email, social media, mobile, direct mail, and display ads.

OMNICHANNEL REMARKETING ENGINE



To achieve this, Neustar doesn't use just "intent behavior" based on website data, but also uses consumer identity data that's authoritative.

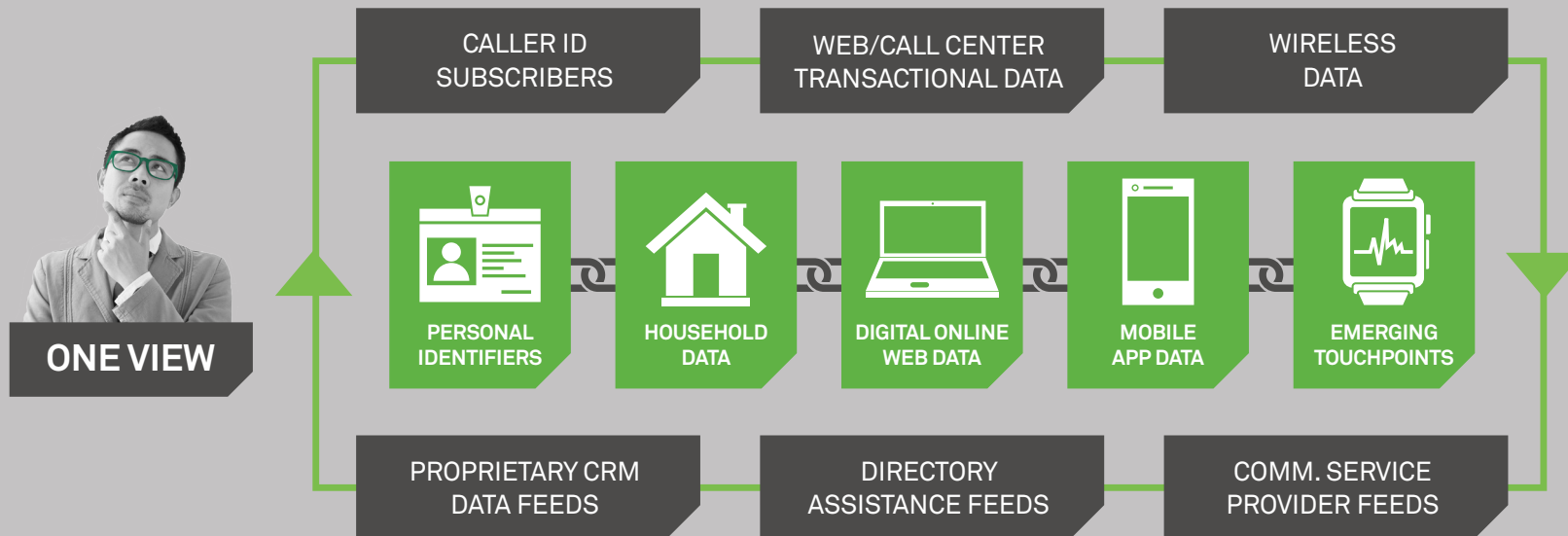
Authoritative identity data:

- ▶ Includes **past and present identifiers** like name, address, phone number, and email address
- ▶ **Extends across interaction points** — offline, online, and mobile
- ▶ Takes into account a person's **expressed privacy preferences**

Because it's based on a single view of the customer, authoritative identity solves the problem of not recognizing that customer from one channel to the next and wasting spend on those who have already bought the product.

AUTHORITATIVE IDENTITY IS WHAT MAKES REMARKETING RELEVANT ACROSS ALL DEVICES AND CHANNELS.

NEUSTAR IDENTITY ENGINE



The Difference Authoritative Identity Makes:

Without identity, remarketing is **simplistic**. It retargets a consumer who has simply shown intent to purchase a product, such as configuring a luxury car on an automotive manufacturer's site.

With identity, remarketing is **sophisticated**. It verifies the consumer's identity based on email address, for example, and targets efforts only to high-value prospects who meet certain criteria, such as household income requirements.

Among the most authoritative, Neustar's identity data is marked by:

Scale: linked to authoritative identities of 220M adults, 120M households, and 180M devices

Depth: appended with over 15K offline and online attributes

Accuracy: validated with over 2M inbound updates per day for multi-point attribution



IN THE END, WHAT WILL BETTER REMARKETING GET YOU?

BECAUSE OMNICHANNEL REMARKETING TARGETS CONSUMERS ACROSS ALL CHANNELS AND DEVICES, YOU'LL BE ABLE TO:



Increase Contact Rates

by identifying unknown prospects



Achieve Higher Conversion Rates

by delivering targeted offers



Increase Profitability

by targeting active shoppers quickly



Improve Operational Efficiencies

by automating the entire management process



Reduce Costs

with accurate information

As you begin to formulate your remarketing program, keep in mind these best practices:

Make it Omni: Ensure that your remarketing works across channels and devices, whether direct mail or digital, desktop or mobile.

Make it Count: Use authoritative identity to better understand your customers and prospects, so you can target accurately.

Make it Personal: Deliver targeted messages or offers based only on consumers' interests.

To reiterate, the key to effective remarketing is robust identity data, the backbone to a single view of your customers. With it, you'll remarket to the right shopper at the right time and on the right channel.



Neustar can help you put a successful plan in place.
For more information, visit:

www.neustar.biz/services/customer-intelligence