

Using Prospecting to Increase Scale and Effectiveness of Retargeting

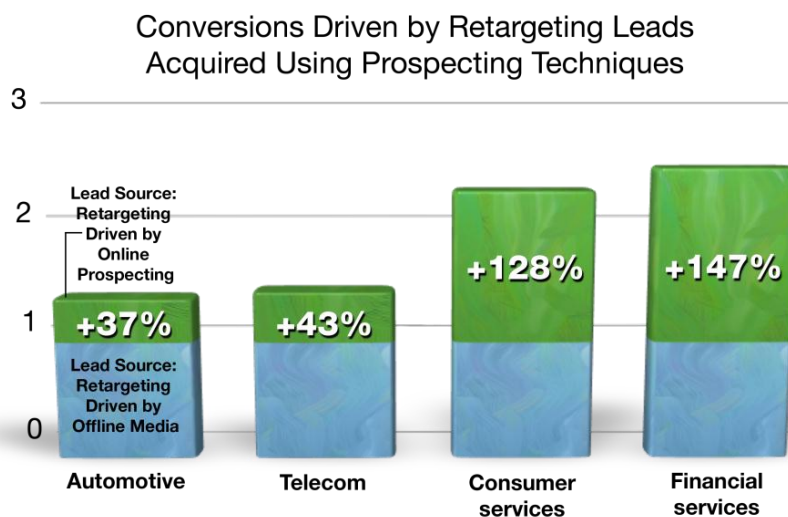
Advertisers today are faced with the challenge of finding new customers to grow their businesses. Retargeting (showing an ad to a consumer who has already visited a brand’s website or taken an action) is a popular and effective technique for turning browsers into buyers. However, Retargeting campaigns typically don’t scale as they are inherently limited by the number of people who visit an advertiser’s website, ignoring a broad universe of untapped potential customers. One way to identify those untapped consumers is by using Prospecting strategies - techniques that discover pockets of dynamic demand.

With that in mind, DataXu’s Advanced Analytics Group (AAG) set out to discover: “can a brand drive incremental conversions using Prospecting in concert with Retargeting?”

The Advanced Analytics Group worked with several advertisers running campaigns across automotive, telecom, consumer services, and financial services markets, respectively. They studied the actions of the consumers who converted.

AAG separated consumers for whom Retargeting was driven by offline media such as television from those who were first discovered by online Prospecting and later closed by Retargeting. The team then measured the number of incremental conversions driven by Prospecting.

The analysis shows that Prospecting drove between 37% and 147% in incremental conversion volume, on top of what was already achieved by offline media-driven Retargeting.



The results demonstrate that advertisers looking for incremental sales can create more leads with online Prospecting, and close these leads through Retargeting. Additionally, the greater quantity of leads generated by Prospecting reduces the pressure on advertisers to fight for every Retargeting impression and potentially overpay for media.

“As the overwhelmed salesmen of the cult classic *Glengarry Glen Ross* contend, it’s all about having ‘the good leads,’” said Sandro Catanzaro, SVP of Analytics and Innovation and leader of the AAG. “DataXu’s Prospecting techniques identify a high volume of potential customers - ‘good leads’ - and introduce them to a brand. Retargeting works in tandem with Prospecting, providing these consumers with the subtle push they need to complete a purchase.”

DataXu’s MarketPulse explores the data that defines today’s digital advertising marketplace. Stay tuned for future insights from DataXu.

About DataXu

DataXu has developed the industry’s only fully-integrated enterprise digital marketing management (DMM) platform - DX3. Comprised of the #1 ranked demand-side platform as well as sophisticated data management and attribution management capabilities, DX3 defines a new class of enterprise solutions that manage, optimize, and automate digital marketing initiatives to turn Big Data into profitable actions. DataXu’s executive team unites leading executives in digital media with MIT technologists. The private company is backed by Atlas Venture, Flybridge Capital Partners and Menlo Ventures. For more information, visit www.dataxu.com or follow us on Twitter at @dataxu.