



## ServeNoMaster 107: Six Types of Retargeting That Can Triple Your Business

### Highlights:

[1:26] Retargeting allows you to see ads of products you thought of buying.

### Benefits of Retargeting

[2:01] 1 - You get cheaper ads.

[2:46] 2 - The ads are more targeted. They are shown to people who are actually interested with the product.

[4:15] 3 - You get better conversions.

### Types of Retargeting:

[5:14] 1 - Navigational - you can target people who specifically go to specific pages in your website

[6:34] 2 - Customer data - you can target people based on actual offline data you get about them

[7:46] 3 - Email - you can target people who are initially interested in your product but abandoned their shopping cart

[10:32] 4 - Search Engine Retargeting - you can target people who search for specific data in Google

[11:32] 5 - Contextual Retargeting - when companies switch lists with each other

[15:02] 6 - Intent - a program predicts the size or number of people who need your product based on certain criteria

[16:38] Bonus tip: You can show ads for competitors (with your affiliate link). You can do this to people who don't buy your product after several retargeting.

**Sponsor SEMRush** – <https://servenomaster.com/semrush>