

How to Choose the Right Retargeting Partner



Perhaps you're on the fence about whether to invest in a retargeting partner. But consider this: acquisition costs are growing, with average online conversions hovering around 4%. Without a way to reengage the 96% of the shoppers who are leaving your site, you can't maximize your marketing ROI and remain competitive.

There are a lot of different retargeting partners out there, with different business models and technologies. To really evaluate your options, you'll want to find out a few things about each potential retargeting partner:

1 Level of Service

A big distinction is whether your retargeting partner is self-service or managed. If you choose a self-service solution but don't have the resources to use it, it'll end up costing more in the long run because performance will suffer. Make sure you know what level of service your investment includes, and if there are any account management fees, so you can accurately compare costs.

2 Attribution Methodology

Your retargeting partner should be able to track the impact of your ads – and show you how they're helping drive your goals. And that isn't just about conversion. Your partner should be able to solve for more than just one goal. Rather than viewing a partner as a point solution, think of how the platform can help acquire, convert, and re-engage shoppers across their life cycle.

3 Performance and security

The right partner should provide transparent reporting while supporting industry standards and best practices for privacy, security, and brand safety.



4 Scale & Reach

The right partner connects with shoppers at the right moment, wherever they are online, through exclusive access to the best media inventory from thousands of premium publishers. You'll also want to make sure that the solution can be used across every channel, with reach and visibility across web, mobile, video, and social media networks.

5 Automation

Sophisticated retargeting partners can offer machine learning that predicts, in real-time, when and where each individual shopper is most likely to engage and what message helps them convert. This lets you focus your time on managing the things technology can't, like your overall marketing strategy.

6 Efficient Spending

Retargeting campaigns are a balance of reach and spend. Your partner should be able to maximize the potential of your budget while targeting the best possible audience for your brand.

Criteo consistently wins 90% of competitive performance tests.



Still Confused About How to Pick the Best Partner? Set up a Head-to-Head Test



A head-to-head comparison test (H2H), if done correctly, can help you determine which performance marketing partner is best equipped to efficiently drive revenue at a meaningful scale. It's in your organization's best interest to develop the internal know-how to effectively evaluate the tests.



Here's how:



Use the same budget.

Budget size and pricing methods affect the performance of your retargeting campaigns, so it's important that your vendors are evaluated on the same budget to ensure performance results are measured by the same criteria.



Split your audience evenly and test both vendors at once.

To accurately gauge H2H performance, your audience should be evenly and randomly divided between the vendors. Each vendor can target each audience separately, with no overlap. This prevents one shopper from seeing ads from multiple partners, which makes it difficult to understand which partner actually drove a single conversion. You'll also want to ensure each vendor has a large enough audience to prove statistically significant results.

Vendors should be tested at the same time rather than sequentially, since factors such as seasonality and ad prices change over time.



Determine the Best Testing Period.

Wait at least 30 days for statistically significant results. Allocating a few days for both partners to ramp-up is key, since it takes time for retargeting technology to start understanding shopper behavior. Both partners should be running for at least a few days before the test begins.



Streamline the creative.

Creative can hugely affect the performance of any campaign, as can different promotions – obviously a 20% off CTA is more likely to get clicked than a 10% CTA. By ensuring both vendors are utilizing the same CTAs and creatives, you'll know that it's not your creative that's skewing the results one way or another.



Use the same success metrics to evaluate each partner.

Two partners could be using different attribution models in their reporting dashboards, so you should do an apples-to-apples comparison. For example, one may rely on a 30-day last click model, and the other a 7-day last click model. If you're using your own attribution tool, ensure tracking is set up correctly and both vendors know how success is being measured.

We strongly recommend using one primary performance metric such as return on ad spend (ROAS) or Cost-Per-Sale (CPS), as well as one secondary volume metric like number of sales or total revenue so you can measure both performance and ability to scale. Simply looking at performance means nothing if the vendor only drove one sale over the course of 30 days, while the other partner drove 100.

Why Criteo?



- + Criteo has one of the world's largest sets of shopper data, with \$600+ billion in annual transactions. We can optimize our data against your defined shopping outcomes and accurately predict in real-time when and where shoppers are most likely to convert.
- + Our powerful machine-learning technology leverages 35M daily historic shopping and browsing events to deliver performance at scale and massive global reach.
- + Criteo goes beyond just conversions, offering a number of solutions that span across the entire shopper journey, to help you acquire, convert, and re-engage shoppers.
- + We win 90% of competitive performance tests, with a 90% client retention rate among our growing ecosystem of retailers, brands, and publishers.