

Email Marketing and the benefits of Retargeting

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Retargeting is Gaining Momentum

When you hear the term retargeting, you might think of ads that display on the web or in your social media accounts after visiting an advertiser's website. In email marketing, retargeting or alternatively remarketing, can be as simple as the redeployment of an email advertisement to the same target audience within a set time. Email retargeting is gaining momentum as advertisers realize the benefits of multiple deployments to build brand awareness and generate revenue.



Retargeting to Opens

Sending a follow-up email campaign to those that opened an email campaign is a cost-effective way to reach a captive audience. The cost is usually minimal as you are only deploying to a subset of your original campaign. Importantly, you are resending to individuals that have already displayed an interest in your product or service.

Retargeting with Multiple Messages

Sending additional emails to the full audience of individuals that received your original broadcast maximizes the reach within your target audience. Not only are you reaching people that have already shown an interest, but you can also reach those that may have missed your initial message. It also provides you with the opportunity to test different offers, content, and subject lines to see what resonates best with your audience. Multi-touch campaigns typically consist of 2 to 5 deployments, and discounts can be provided for pre-booking multiple deployments within 10 to 30 days of your initial broadcast.

Contact eTargetMedia to find out how we can help you target your email campaigns to maximize your campaign results.

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