

# THE RETARGETING PLAYBOOK

How to Turn Web-Window Shoppers into Customers



Adam Berke  
Gregory Fulton  
Lauren Vaccarello

WILEY

## Praise for *The Retargeting Playbook*

“Lauren, Greg, and Adam are THE experts in the field of digital marketing and retargeting. This books shows you why. With decades of combined knowledge and experience, there are few others who know as much about online advertising and the ad tech ecosystem. This new piece should sit on every digital marketer’s bookshelf.”

—**Rachel Thornton**

VP Global Demand Gen, Salesforce

“I LOVE this book. Do you like destroying your competition? Well, I do. And to do that it helps to have some sophisticated weaponry in your arsenal. Let them bring their pea shooter to the battle. I bring the big guns. If you enjoy topics like bottom funnel segmented nurturing via retargeting, then this book is for you. Or, if you just like to make more revenue, this book is for you. Lauren, Adam, and Greg are experts on the topic and give you the knowledge you need to dominate.”

—**Bill Macaitis**

CMO, Zendesk

“How do you focus on 100 percent of your prospects? You get fantastic at identifying those that don’t convert right away, and deliver timely and relevant ads that remind them of your value. Still don’t know how? Let Lauren, Gregory, and Adam help you out with this excellent how-to guide!”

—**Avinash Kaushik**

Digital Evangelist, Google

“Anyone looking to grow a business should read this immediately. Retargeting is now an essential online channel and this book teaches you everything you need to know to run successful online campaigns. I highly recommend it!”

—**Kraig Swensrud**

Founder, GetFeedback

“*The Retargeting Playbook* teaches must-have marketing tactics—basics to advanced—for anyone doing business online. It’s a comprehensive

overview of retargeting from experts with authority, and should be required reading for any digital marketer.”

—**Jared Kopf**  
Entrepreneur, CEO and Angel

“For so many, digital marketing—let alone advertising and social media—is a deep, confusing pool of new terms and unfamiliar tactics. And so, I have to say . . . for anyone from Global Enterprise Digital Director to Small Business Owner wanting to understand how to harness the power of digital advertising, especially areas like retargeting, start with this book first!”

—**Aaron Khalow**  
CEO, Online Marketing Institute

“It’s about time someone wrote a book about this and explained how to get it done right. Lauren, Gregory, and Adam have done just that. Learn how to use this technology to woo potential customers back to your website and close the sale you would have otherwise missed.”

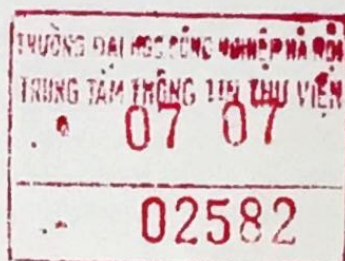
—**Mike Grehan**  
Group Publishing Director, Incisive Media

“As someone deeply passionate about earning traffic from inbound channels like SEO, social media, and content marketing, retargeting has proven itself to be an invaluable tactic to bolster the effectiveness of these efforts. But, it’s a challenging undertaking to get started and even harder to optimize your efforts and achieve remarkable results. Thank goodness for *The Retargeting Playbook*, a superbly detailed—yet never overwhelming—guide to one of the most effective paid media tactics on the web. Lauren, Gregory, and Adam have distilled what must be thousands of hours of trial, failure, and learnings into a must-read resource for any professional in the web marketing field.”

—**Rand Fishkin**  
CEO, Moz

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