

# EMAIL RETARGETING

Magnify the power of your email marketing.

Email retargeting allows you to complement your email marketing campaigns with display ads.

## What is Email Retargeting?

Email retargeting allows you to serve display ads to anyone who opens your emails. A simple retargeting pixel in your email signature or in the body of an HTML email will allow you to reach your email subscribers all over the web.

A must for email marketers, email retargeting allows you to simply and effectively build multiple touch points with your email subscribers without sending a deluge of emails and exhausting your list.



Add a retargeting pixel to your desired message, and use your favorite ESP to email your list

The retargeting pixel fires when the email is opened

Your email recipients see your ads as they browse the web

## Why Choose Email Retargeting?



### Supercharge Email Campaigns

Get the most out of every email you send. Retargeting extends the conversation and ensures that your message resonates with your email recipients, even if they only skim your email content.



### Increase Opportunities to Connect

Keep in touch your email list without filling up your subscribers' inboxes. With ReTargeter's real-time bidding platform and superior network reach, you can stay in front of your email list all over the web.



### Simple and Secure Implementation

ReTargeter email pixels are simple to implement and campaigns are easy to launch. Our retargeting pixel can be easily incorporated into all the major email service providers including Constant Contact, SendGrid, MailChimp, and MobileStorm.