



Re-engage website visitors at each stage of the customer journey.

How It Works

1

A prospective customer visits your website.

2

A unique tracking code is placed on their browser.

3

Banners ads follow the prospect as they browse websites on the internet.

4

The prospective customer either clicks on the banner ad and is directed to your website or recalls your brand and searches for it later and lands on your website.

Our Approach

Our creative team creates a custom set of banners designed to re-engage your audience.

Our Display team leverages tracking data from your website to deliver banners ads to your website visitors when they browse other sites. We then optimize bidding and ad delivery in our partner Display networks to maximize the number of impressions delivered to your audience.

We manage your campaigns each month to ensure your ads are updated, and your budget is maximized.

Benefits

- Stay in your prospect's consideration set.
- Reach prospects across thousands of websites.
- Re-engage prospects with custom image, gif, and video banner ads.

The Conversion Logix Difference

- We leverage a combination of the biggest ad networks in the world to give your campaigns the greatest chance of reaching prospects who've engaged with your brand.
- Our team tracks the full impact of Display Retargeting campaigns by tracking direct clicks, direct conversions, post-view website visits, and post-view conversions.
- We actively manage your campaigns to ensure your ads deliver the maximum amount of impressions and conversions each month.