



Reshaping Digital Outreach: Leveraging Remarketing and Retargeting Ethics, Effectiveness and Best Practices on Facebook and Google

¹Rishul Ghosh, ²Yashashvi Verma, ³Tanishq Goel

¹Student, ²Student, ³Student

¹Department of Computer Engineering,

¹MPSTME-NMIMS, Mumbai, India

Abstract : By displaying customized adverts based on users' prior behaviors and interests, remarketing has become a crucial tactic for increasing online shopping basket conversions. Social networking sites like Facebook and Google have become essential commercial spaces for online merchants because of the internet's explosive expansion in related technology. Through the lenses of ethical issues, efficacy evaluation, and best practices related with remarketing and retargeting techniques on Facebook and Google, this research study explores the evolving environment of digital outreach.

Keywords : Remarketing, Retargeting, Facebook Pixel, Google Ads, Metrics, Privacy, Shopping Cart, Dynamic Remarketing

INTRODUCTION

Businesses are constantly looking for new ways to improve online shopping cart conversions in the ever-changing landscape of digital marketing. Among these methods, remarketing and retargeting have emerged as important tools for recapturing lost chances and driving higher conversion rates. These approaches try to re-engage and guide visitors back to the sales funnel by targeting potential consumers who have previously engaged with a website but did not complete a desired activity, such as finalizing a purchase. The primary goal of remarketing is to re-engage potential customers, maintain brand presence, and entice them to return and complete the desired action, be it purchasing a product, subscribing to a service, or filling out a form. Remarketing and retargeting strategies have become an essential component of digital marketing campaigns, providing organizations with a valuable opportunity to optimize their marketing efforts and increase revenue.

• Background and significance of remarketing in digital marketing

Remarketing is a popular method of digital marketing in which marketers deliver adverts to people who have visited their website or a certain web page and have taken or have not performed a specific action. It's an efficient way to reach out to folks who have already expressed an interest in your company or brand. Remarketing and retargeting are frequently used interchangeably, however there is a distinction: retargeting includes displaying advertising through third-party networks such as Facebook ads, whereas remarketing involves presenting ads to people directly. There are many types of remarketing - Standard Remarketing, Dynamic Remarketing, Video Remarketing and Email Remarketing.

Because the consumer journey is time-consuming, remarketing is an important component of digital marketing. Most customers do not discover a new brand, select some of its products, and finalize their purchase all in the same shopping session. Before making a purchase, many potential customers will research a company or product by browsing other websites or reading user reviews. Remarketing tackles this issue by giving firms a second chance to reconnect with interested prospects and address potential barriers that may have hampered conversion during the initial visit. Remarketing increases online shopping cart conversions by delivering personalized advertising based on users' past behavior and interests. Remarketing also helps with brand awareness, consideration, and loyalty in addition to sales. The shopper reads an instructive article on the brand's website, but they're still a long way from deciding on a project and purchasing supplies. If your content is useful and informative, people will most likely have a favorable image of your company. Remarketing advertising on other websites, apps, or social media can help them remember your brand and may inspire them to return to your website to read more of your articles.

- **Research objectives and scope of the study**

The scope of this research paper will primarily focus on leveraging remarketing and retargeting strategies specifically through social media platforms to increase online shopping cart conversions. It will delve into the complexities and opportunities that arise from using social media as a medium for delivering personalized and targeted ads to potential customers who have previously interacted with an e-commerce website. The study will encompass various aspects of social media remarketing and retargeting, including the selection of appropriate social media channels, audience segmentation, ad content creation, and the timing and frequency of ad displays.

The main objectives of this research will be - To investigate the effectiveness of remarketing and retargeting strategies in enhancing online shopping cart conversions when applied through social media platforms; identify the most suitable social media platforms for implementing remarketing and retargeting campaigns; and understand the impact of personalized and tailored ad content on user engagement and conversion rates in social media remarketing and retargeting.

LITERATURE REVIEW

Today, social networking is one of an item's "best options" for immediately reaching out to prospective buyers. Community social networking sites are a popular way to engage in social interaction. Most of the time, these new mediums connect with consumers on a deeper level, earning their trust and confidence. Social media marketing has been the new slogan for many manufacturers, distributors, and retailers. Promoters are thinking about a wide range of social media possibilities and launching new social ventures more often than before. Social media marketing has escalated, as have the businesses that use it. As remarkable as that is, the social media trend is on the rise, and it is developing at an astonishing rate. International businesses have begun to employ social media marketing with upgrades to power their marketing with social media promotion after identifying it as a possible system for promotion [1]. The use of internet-based technologies, especially social networking sites like Facebook and Twitter as commercial platforms, may be a crucial tactic in expanding the reach and operational effectiveness of an online retail shop. The ease, marketing tactics used by businesses, time savings, and pricing for customers rank in order of importance as the driving forces for online purchasing [2]. Social media has completely changed how people communicate and share interests and information. A new channel for reaching clients is being opened up for marketers thanks to the social media and social networking industry's explosive expansion, particularly in emerging nations like India. Social media is most often utilized as a source of entertainment, networking, and brand-new information. The choice to buy is also influenced by the reviews and comments posted on social media [3]. Social media has completely changed how people communicate and share interests and information. A new channel for reaching clients is being opened up for marketers thanks to the social media and social networking industry's explosive expansion, particularly in emerging nations like India. Social media is most often utilized as a source of entertainment, networking, and brand-new information. The choice to buy is also influenced by the reviews and comments posted on social media [4]. Two of the main concepts which play a major role in designing social media strategies for online shopping carts are Retargeting and Remarketing. Retargeting is a useful strategy to re-engage prospective clients and boost conversion rates since abandoned carts represent missed sales possibilities. Businesses now face additional obstacles in retaining prospective clients who leave their online shopping carts as e-commerce expands quickly. Retargeting has thus become a well-liked marketing strategy to get in touch with these customers and persuade them to finish their transactions [5]. Retargeting increases online sales by keeping a company's brand in front of consumers and luring "window shoppers"—or customers who have retained an item in their shopping carts—back when they are ready to make a purchase. Retargeting is a tactic used by businesses to turn leads into actual customers by continually displaying adverts for the goods and services that users have either searched for or have placed in their shopping cart. Some of the time, these advertisements may not be helpful to the consumers or may be grating, but for others, they may serve as a source of inspiration to buy the goods [6]. Numerous sectors are affected by and are being reshaped by rapid advances in science and technology. These shifts are driven by the Internet, and marketing as a result is drastically altered. By altering how businesses interact with their customers, the internet enhances consumer relations practices and opens up new markets. Additionally, businesses may now use personalized marketing strategies owing to the Internet. Businesses may provide their target consumers on their website in a personalized fashion by detecting the customers' historical preferences using remarketing software. Remarketing advertisements are widely used by businesses online, and consumers see them often [7]. Companies are changing their online advertising resources to rapid e-commerce cart retargeting (ECR) since customers often leave shopping carts. They assume that reminder adverts that are shown sooner rather than later encourage more website visits and click-throughs. Early ECR advertisements waste money and reduce purchase rates. ECR advertising that is delayed (1-3 days) increases purchases, resulting in successful retargeting / remarketing [8].

COMPARISON OF REMARKETING STRATEGIES OF GOOGLE ADS AND FACEBOOK PIXEL

- **How Does Facebook Remarketing Work:**

Facebook, with its staggering number of nearly 3 billion active users, has emerged as a compelling platform for businesses to launch their first retargeting campaigns. This vast user base provides an unparalleled opportunity to reach potential customers who may have previously interacted with the business. Additionally, Facebook's ownership of Instagram further extends the reach of these campaigns, enabling access to a broader audience. Retargeting campaigns on Facebook involve strategically targeting users who have engaged with the business before and displaying tailored advertisements on their Facebook feeds, enticing them to revisit the

brand. These ads appear seamlessly as users scroll through their feed or when they search for topics relevant to the business on the platform.

The implementation of Facebook retargeting campaigns across the Meta audience network, comprising both Facebook and Instagram, involves a systematic process to engage potential customers who have previously interacted with a brand. The process can be broken down into the following steps:

1. *Initial Engagement*: The journey begins when a person engages with the brand in some way, such as visiting the website, viewing product pages, adding items to their cart.
2. *User Identification*: Facebook's sophisticated algorithms come into play, identifying the person's Facebook account associated with the previous engagement. This linkage allows for precise targeting and ensures that the right ads are shown to the right audience.
3. *Ad Display to the Target Audience*: Once the user has been identified and their profile matches the specified retargeting audience criteria, Facebook and Instagram display relevant retargeting ads to them. These ads are strategically placed within the users' feeds, ensuring maximum visibility and engagement opportunities.

The mechanism for Facebook retargeting can be categorized into two main approaches: pixel-based retargeting and list-based retargeting.

1. *Pixel-based Retargeting*: In pixel-based retargeting, businesses use the Meta pixel—a small piece of code that can be embedded into their website's HTML code. This pixel tracks user interactions and behavior on the website, allowing businesses to gather valuable data about their visitors. When a person engages with the website and triggers the Meta pixel, Facebook captures this data and includes them in the retargeting audience. Subsequently, relevant retargeting ads are shown to these users while they browse Facebook or Instagram, thereby enticing them back to the brand's website.

2. *List-based Retargeting*: List-based retargeting offers an alternative approach for businesses to engage with their audience. It involves creating a dedicated retargeting campaign aimed at individuals on the brand's email list or any other specific list of contact information. Businesses simply upload the email addresses or other identifying details of their target audience to the retargeting campaign. Facebook's matching algorithms then identify and locate these users on the platform, displaying the customized retargeting ads to them. This method is particularly effective for re-engaging existing customers or leads with whom the brand has established a prior connection.

• **How does Google Ads Remarketing Work:**

Remarketing campaigns, a vital component of online advertising, are also facilitated through the utilization of the Google Ads Global Site Tag. This code snippet is integrated into the e-shop pages and plays a pivotal role in guiding remarketing efforts. By implementing the Global Site Tag strategically, businesses can ensure that specific sections of their website, such as the contact page, are not included in the remarketing campaign. Furthermore, the Global Site Tag is complemented by additional snippets of code representing events that trigger remarketing campaigns tailored to individual customers. These events can be diverse, aligning with various preferences and objectives, such as site visits, link clicks, or purchase activities. When a visitor engages in an event on the E-shopping, indicating a prior interest in the brand, a personalized remarketing campaign is activated.

• **Comparison of Facebook and Google Ads platform:**

1. *Reach*: Although Facebook has limited applications as a remarketing tool, it can be useful for companies that rely on social capital. Your advertising won't reach their target demographic if your users aren't using the platform. More than 2 million websites from around the world are part of the Google Display Network, which covers 90% of online users. Comparatively speaking, less than 27% of internet users are Facebook users.

In the debate of Google remarketing vs. Facebook retargeting, a comprehensive online marketing strategy should include both platforms. Taking a cross-channel approach allows businesses to reach their retargeting audience across various channels, expanding the potential for effective remarketing and broader engagement opportunities.

2. *Audience*: The audience, sector, and business objectives of your firm will choose which of Facebook Ads and Google Ads to use. In general, Facebook ads are better for connecting with customers and increasing brand awareness than Google ads are for generating sales. For instance, if your business sells space heaters, you might put gaining new clients over cultivating a loyal following as a priority in order to increase sales. Therefore, you would probably pick Google Ads. In contrast, if you own a fashionable fashion business that values its cool factor, you might put more money into building your brand and engaging with customers to persuade them that your items are desirable. Facebook Ads might be a better option in this situation.

3. *Cost and ROI*: Cost is a crucial factor in your advertising plan. Across all industries, the average CPC (Cost Per Click) for Google Ads is \$2.69. e-Commerce companies should anticipate paying about \$1.16 per click in paid search. To put this into perspective, "insurance" has a top CPC of \$54.91, making it the costliest term on Google Ads. Google Ads are slightly more expensive than Facebook Ads. A company in the garment sector could only have to pay \$0.45 per click on Facebook. Finance and insurance companies would be the most expensive business categories to advertise with on Facebook. Their typical CPC is still only \$3.77. Even if Google Ads have a higher average CPC, it can be more effective at reaching users when they are making a purchasing choice. CPA (Cost Per Action) is a standard you should keep in mind to assess the strength of your campaigns' Return On Investment

(ROI). Like CPCs, the effectiveness of CPAs depends on how well-targeted your ads are and how high (ideally) your conversion rate is. Across all industries, Facebook's CPA is \$18.68 on average. Across all industries, the average CPA for Google Ads is \$75.51 for display and \$48.96 for search.

4. *Targeting and Buyer Intent:* Since Google Ads' targeting options mostly depend on search intent, they are restricted to user demographics. Facebook's targeting choices are fairly extensive and include things like interests, life events, demographics, purchasing patterns, and location. In terms of buyer intent, Google Ads beat out Facebook Ads. For instance, if a person's refrigerator malfunctions, they will start looking for repair services right once. Utilizing search ads would put your company in front of potential clients at the precise moment that they require your services. If someone has already found the solution through Google Search Ads, they won't be directed to this page by a Facebook Ad for a repair service.

Additionally, Facebook advertising is less likely to swiftly convert leads. Facebook time is typically used for socializing and relaxing purposes. Facebook users don't prioritize shopping. As a result, if you want quick conversions, Google Ads should be your first pick.

USER BEHAVIOR AND REMARKETING EFFECTIVENESS

• Analyzing User Behavior after Website Interaction

Understanding the underlying reasons for changes in your users' behavior that may have an effect on engagement, retention, churn, and conversions can be done by analyzing their behavior. You can get all the data you need using traditional analytics, including:

1. the number of people who visit your website
2. number of departing guests
3. whereabouts they are from
4. the quantity of conversions, etc.

There are many methods for examining website user behavior. These consist of:

1. *Records of sessions:* Session records, as the name implies, are visual representations of the duration of the sessions that visitors to your website have. These visualizations capture user interactions with your website in real time, including mouse movement, clicks, taps, scrolling, page flipping, and much more.

2. *Heatmaps:* When it comes to figuring out how users engage and behave on your website, heatmaps are incredibly popular. Heatmaps employ heat signals to highlight the areas of your website where visitors are spending the most time. While cold signals shown in blue suggest low engagement locations, hot signals highlighted in red or orange indicate high interaction areas.

3. *On-site Surveys:* By directly asking consumers how they feel about their engagement with the website, on-site surveys are an excellent approach to understand user behavior. On-site survey widgets can be placed on particular pages to gather specific input in an unobtrusive manner and improve user experience.

While various metrics like session recording, heatmaps, and surveys are excellent for gathering data, they might not always be able to explain why or how certain user behavior occurs.

1. *Tracking User Experience:* The most widely used visitor tracking metric and presumably the most inclusive area of user behavior that can aid in understanding this difference is user experience. Speaking of behaviors, here are a few of the several kinds you can monitor:

- Within-page clicks
- Mouse Movement
- Site Speed
- Live visitors

You may collect user experience data using a variety of tools. For instance, you can record user sessions with Crazy Egg and Lucky Orange to track the behavior of website visitors and observe how they navigate your website.

2. *Content Performance:* The type of content you produce will have an impact on how much involvement and engagement your website's visitors have, which will translate into proportionate conversions. The following are some content performance metrics you can monitor:

- Impressions
- Visits
- Clicks
- Shares
- Jump and leave

You can obtain this information on the performance of your content using Google Analytics. Google Analytics has the advantage of being a freemium service, being extremely detailed, and having a ton of filtering tools that may help you get the precise data you want on any page. When you have complete access to the performance statistics for your content, you can adjust your content strategy in light of a variety of findings, including: the kind of material that most appeals to your users, the content delivery method used by your consumers, the way they interact with that material.

3. *Conversion Rate Optimization:* You must set up the tracking and measurement tools for your conversion rate and other KPIs. To gather and analyze data from your website, you can use a variety of tools like Google Analytics, Google Tag Manager, or other third-party platforms. These tools must be set up to track the actions and occurrences that relate to your conversion objectives. For

instance, you need to establish a goal in Google Analytics and give it a value if you want to measure how many visitors download a free trial. To record the download event, Google Tag Manager additionally needs tags and triggers set up.

To better understand how various visitor groups act on your website, segment your data as well. You may evaluate the effectiveness of various traffic sources, devices, locales, demographics, and other factors using segmentation.

• **Measuring the Impact of Targeted Remarketing on Conversion Rate**

Before launching the retargeting campaign, you can set some metrics:

1. *Cost Per Lead (Lead Conversions)*: It determines how many leads have become customers as a result of viewing your retargeting ads. Others are from conversions on the landing page, while other conversions take place right inside the adverts (in the case of in-banner ads).

2. *Nurture Touches*: Engagements from current contacts with your retargeting display advertising, with mid-stage or late-stage offers or content, are referred to as nurture touches from retargeting and display campaigns. These support the development of these contacts into leads that are prepared for sales. Nurture touches are a crucial measure since they can aid in the production of higher quality leads, or those who are truly prepared to purchase your goods. These interactions also assist you in locating underutilized leads from your current connections who are prepared to buy.

3. *Email Open Rate*: This is the proportion of recipients who open your nurture emails pre- and post-retargeting campaign emails. Your nurturing emails to email subscribers can enhance your current offerings with an email retargeting campaign. You can use it to grow dormant email list parts, which will improve user interaction.

4. *View through Conversions*: View through conversions are those that take place when a potential customer sees your retargeted or display advertisement online, skips it, then comes back to your website and makes a purchase on the landing page. A view through conversion pixels installed on your landing page or pages is used to measure them.

5. *Website Visits*: Measurement of site visitors is aided by click-throughs from your adverts. The difference in website traffic between before and after your retargeting campaign can also be seen. A significant increase in your website traffic might be facilitated by retargeting programs. They can drive both indirect and direct website traffic by effectively promoting their brand.

6. *Marketing Qualified Leads (MQL'S)*: Marketing qualified leads, or MQLs, are leads who have been qualified by the marketing team as likely to become customers relative to other leads. This often depends on a point value (from lead scoring) or required firmographics, specific prospect activities, and behaviors, as determined by and agreed to between your marketing and sales team. MQLs are considered to be a more accurate conversion metric than a simple top-of-funnel lead capture, because this metric gets a lot closer to representing the type of lead that turns into a customer.

7. *Abandon Cart Rate*: Measure it before and after retargeting campaign. Both male and female customers may consider canceling their order because of delivery charges and other issues. Thus, you must check that free shipping is a choice when executing your retargeting campaign. To inform your leads about this free shipping chance, you can send them an email.

IMPLEMENTATION OF GOOGLE ADS REMARKETING

A dynamic method called Google Ads Remarketing enables companies to reconnect with customers who have previously engaged with their website, app, or online content. Businesses may strengthen their brand message, nurture leads, and increase conversions by showing targeted advertisements to these consumers while they visit other websites or platforms inside the Google Display Network.

• **Setting up Google Ads Remarketing Campaigns**

Establishing Google Ads Remarketing initiatives demand a methodical strategy with many phases. A systematic method of digital marketing, remarketing campaigns in Google Ads seek to re-engage people who have previously connected with a website or app. This customized approach entails presenting these consumers with relevant adverts while they browse other Google Display Network websites, applications, or platforms. By offering personalized content based on user behavior, the goal is to boost brand recognition, cultivate leads, and encourage transactions.

1. *Defining Campaign goals*: A successful remarketing campaign relies on having clear campaign goals. Establish precise objectives, such as promoting a new product, enhancing brand recognition, increasing website traffic, or increasing sales. Your advertising strategy and measurement standards are guided by these goals.

2. *Making Audience Lists*: A key component of remarketing is audience segmentation. Use Google Ads' audience generation tools to divide up your user base depending on how they engage with your website or app. Users who viewed certain product pages, started the checkout process, or abandoned their shopping carts are just a few examples of the different criteria that may be used to create custom audience lists.

3. *Remarketing Tag Implementation*: The remarketing tag has to be put in place in order to monitor user activities and create audience lists. This piece of code is added to the website's HTML or controlled by Google Tag Manager. The tag records information about page visits and activities made, which helps in the development of targeted audiences.

4. *Designing Powerful Ad Creatives*: It's essential to create ads that appeal to certain audience groups. Based on user behavior and preferences, adjust the message, imagery, and calls to action in advertisements. Personalization boosts interaction and raises conversion chances.

5. *Choosing Ad Placements*: Effective exposure is ensured by picking the right ad placements across the Google Display Network. Select platforms based on the preferences of your intended audience. Websites, mobile applications, and even YouTube videos may be included in this, expanding the reach of your campaign.

6. *Setting Bits and Budgets*: Budget allocation and bid tactics should be chosen in accordance with your campaign's objectives. Based on audience segments and placements that provide the best results, adjust bids. The best possible resource allocation is ensured via strategic bidding.

7. *Frequency Capping*: Frequency capping, which restricts the number of times a user may view your advertising within a predetermined time window, can be used to avoid ad fatigue. Exposure management that is balanced keeps campaigns successful and prevents user overload.

8. *Using Ad Extensions*: Increase ad interaction by including ad extensions. Options like site links, callouts, and structured snippets provide more details and encourage consumers to act right away.

9. *Utilizing Dynamic Remarketing*: Dynamic remarketing advances personalization for e-commerce companies. With this strategy, adverts for goods visitors have shown interest in are automatically displayed, increasing conversion possibilities by presenting well-known brands.

10. *Monitoring and campaign optimization*: Successful campaigns depend on regular monitoring. Track important data using Google Ads analytics, including as click-through rates, conversions, and return on investment (ROI). To improve campaign performance, modify your plans depending on data insights.

11. *Testing and Refinement*: A/B testing allows for the experimenting of multiple ad versions, audience groups, and placements. By determining the combinations that work best for getting the intended results, this iterative approach improves campaigns.

12. *Landing Page Optimization*: Make sure landing pages provide a user-friendly experience and perfectly match ad messages. The possibility of conversions increases when the call-to-action in the advertisement is reinforced by a well-optimized landing page.

Businesses may use the potential of personalized advertising to re-engage people, generate conversions, and build enduring brand impressions in the dynamic world of digital marketing by adhering to these thorough processes and considerations.

• **Best Practices and Optimization Techniques for Google Ads Remarketing**

All of the necessary components might be intimidating, even when you're prepared to optimize your Google Ads. It might be difficult to determine which actions will have the largest influence on the optimization of your campaigns—from bids and metrics to keywords. It depends on the company what to prioritize. However, understanding what to look for, how to interpret your analytics, and what options are accessible for particular ad campaign issues are vital skills that can help you succeed. Here are a few of the most crucial optimizations that should be prioritized in order to spend your time as efficiently as possible:

1. *Use negative keywords*: The exact opposite of a keyword is a negative keyword. Negative keywords are search queries that you want the algorithm to exclude from coming up for rather than ones you want to include in your campaigns. Your ad won't be accepted for the auction if a user enters a search query that contains your negative keywords. As a result, it won't manifest. Here's an illustration of how it works. You practice family law as a practice of law. Then, you could wish to use derogatory terms for other legal categories, such as "employment lawyer" or "personal injury attorney." This would be included in your campaign's list of negative keywords alongside the terms "personal injury" and "employment." Google is now introducing account-level negative keywords in addition to ad group and campaign-level ones. You may avoid appearing in certain searches across your whole account by using the account-level negatives. Examples include phrases like "free," "jobs," "reviews," and other such expressions.

2. *Focus on Long-tail keywords*: You should be cautious while selecting keywords for your Google Ads campaign. Look at long-tail keywords (keywords that are between 3-5 words long) in addition to short keywords when optimizing your Google Ads. It's a good idea to pay special attention to long-tail keywords with purpose. Included in this list are "buy," "purchase," and "quote." When you use long-tail keywords to optimize your Google Ads, your KPIs gain. They are less competitive, more specialized, more intent-driven, which explains why.

3. *Greater specificity*: Because longer keywords often include more words, their meanings tend to be more particular. With a more targeted goal, this aids in reaching a more certain audience.

4. *Less competition*: Because long-tail keywords are more particular, they tend to get fewer searches overall, which means fewer companies target them. You have a better chance of ranking when there is less competition.

5. *Remove vanity metrics*: Anybody can appreciate a nice vanity metric. You feel well and have encouraging data to provide at your subsequent board meeting. However, vanity metrics don't truly produce results, and over time, they may hurt how well your advertising works. You must concentrate on the important indicators if you want to use your advertising spend wisely. Instead than assessing achievements based on clicks and impressions, pay attention to final outcomes. Conversions, cost per conversion (CPA), conversion rate, and return on ad spend (ROAS) are the most significant and illuminating indicators. If your campaigns don't generate any conversions or if those conversions are too expensive, they are unsuccessful. If your ROAS is too low for your e-commerce firm, you won't be profitable.

6. *Take a deep dive into Google Analytics and market segmentation*: Your Google Ads account has to be linked to Google Analytics, a potent tool. It offers a wealth of information that goes much beyond the usual measures like bounce rate.

7. *Pay attention to the subtleties*: Don't limit your search for optimizations to the surface level. Examine your campaign's specifics in great depth. Consider the demographics. Are there any groups that do better or worse than others in terms of age, gender, or family income? Review the finest times of the day. Do you perform better sometimes than others? Sometimes throughout the day,

your cost per click (CPC) may be quite high. To save money and increase CPA, create an ad calendar that avoids costly and low-converting hours of the day.

IMPLEMENTATION OF FACEBOOK PIXEL

Facebook Pixel is an analytics tool that measures behavior on your website to provide an accurate picture of the efficacy of your ad campaigns. This pixel, at its most basic, tracks activities made on the website after reading a post or ad and collects data such as user location, browser, device, and so on. The Facebook pixel operates by implanting and activating cookies, which are utilized to monitor user interactions with your business across Facebook, Instagram, and external websites.

• Integrating Facebook Pixel with Websites and E-Commerce Platforms

After setting up the Facebook pixel, it becomes operational each time a user engages in an action on your website, such as browsing. This pixel captures these actions, referred to as events, and they can be reviewed within the Events Manager located on your Facebook pixel page. This enables you to monitor the activities of your audience, whether they are constituents, voters, or supporters. Additionally, you gain the ability to retarget individuals who have engaged with your website in upcoming Facebook advertising campaigns, allowing you to reconnect with your community. The Facebook Pixel Helper serves as a diagnostic utility designed to assist in verifying the proper functionality of your pixel. To assess the accuracy and actions detected by your pixel, it is necessary to install this Chrome extension. Upon successful installation, a compact icon will become visible adjacent to your browser's address bar. Upon activation, a pop-up interface will provide insights into the pixels and events identified on the page, as well as their successful loading status. The Facebook Pixel integration provides significant benefits. It allows precise conversion monitoring, allowing you to track user behaviors like adding items to carts or completing purchases. This data helps with audience growth by allowing you to create specific audience groups based on user behavior. It also aids in campaign optimization, supporting you in personalizing your Facebook ad campaigns for certain goals, such as conversions or traffic creation. Notably, it is critical for effective retargeting by focusing on users who have interacted with your website.

• Leveraging Facebook Pixel for Effective Remarketing Campaigns

Utilizing Facebook remarketing proves highly effective in reestablishing connections with individuals who have previously visited your website. This strategy enables Facebook to display targeted advertisements to these customers, leveraging their past interactions and behavior on your site. The Facebook Pixel is critical to the effectiveness of remarketing campaigns. It supports audience development by allowing you to create custom audience groups based on pixel-tracked activities like cart abandonment. Dynamic adverts, a pixel-powered tool, automatically displays adverts for products that users have browsed on your site, improving customization. This is especially useful for retargeting users who abandoned their shopping carts, since you can offer them personalized advertising to entice them to return and complete the transaction. Furthermore, the pixel's involvement in conversion monitoring helps you measure and optimize the success of your remarketing campaigns.

Because of its precision, personalization, cost-effectiveness, and optimization capabilities, the Facebook Pixel is critical for effective remarketing. Its extensive user behavior data adds to highly targeted advertisements. This, in turn, provides a more personalized experience, boosting the likelihood of conversion. When compared to other types of advertising, remarketing campaigns that include the pixel frequently produce higher conversion rates and lower cost per conversion. The data-driven insights provided by the pixel also help to continue campaign refining, ensuring increased performance over time.

In essence, integrating and utilizing the Facebook Pixel provides a solid framework for driving successful remarketing efforts. Strategic deployment creates meaningful relationships with the audience, capitalizes on user interactions, and ultimately results in higher conversion rates and campaign outcomes.

TARGETED REMARKETING STRATEGIES

Businesses are always looking for novel tactics to optimize their marketing initiatives in the dynamic environment of online commerce, where consumer behavior is being influenced by digital interactions in an expanding number of ways. Particularly in the context of online shopping carts, targeted remarketing stands out among these tactics as an effective tactic. The core of targeted remarketing rests in its capacity to re-engage customers who have shown sincere interest in items but have not finished their purchase journey for a variety of reasons. Businesses may tap into the potential of these abandoned shopping carts and turn them into successful transactions by combining personalized approaches, strategic communication, and data-driven insights.

• Personalization and segmentation techniques for remarketing ads

1. Personalization (Forging Deeper Connections): Personalization recognizes that each user's journey is different and goes beyond the one-size-fits-all approach. Businesses may create adverts that engage with viewers on a personal level by using data like browsing history, cart contents, and previous transactions. A feeling of personalized attention may be created by addressing consumers by name, suggesting goods that are similar to those they've shown interest in, or even mentioning their abandoned shopping carts in advertisements.

2. Segmentation (The Power of Precision): By classifying individuals based on common traits or behaviors, segmentation goes beyond personalization. Businesses may build customized adverts that address certain requirements, tastes, or purchase phases by

segmenting their audience. For instance, a section of users who added high-end devices to their carts but later abandoned them would see advertisements touting special deals on those products, while a subset of users interested in fashion accessories might see advertisements promoting recent arrivals.

3. *Behavioral triggers that encourage conversion*: Behavioral triggers are a crucial component of successful remarketing and are directly related to customization and segmentation. Businesses may make adverts that correspond with user activities, such as leaving a basket unchecked or exploring certain product categories, by analyzing user actions. The possibility of conversion is increased, for instance, if a person looking at winter jackets sees adverts for continuous winter clothing specials.

4. *Contextual Relevance (Enhancing User Experience)*: Ads that successfully remarket to consumers must not only reflect their interests but also smoothly integrate into the context of their surfing. Because the ad maintains a natural flow and is strategically integrated with the platform or website the user is on, it is less invasive and more likely to attract attention.

In order to create powerful remarketing advertising, segmentation and personalization strategies must be used. Businesses may build a stronger connection with customers by speaking directly to their preferences, behavior patterns, and requirements. This motivates customers to finish their transactions. This strategy is further refined through audience segmentation, ensuring that commercials connect with audiences on a personal level.

• Customizing ad content based on user cart activity

1. *Understanding User Intent (The Foundation)*: The skill of interpreting user intent from their cart behavior sits at the core of this technique. Users clearly show interest in the goods by adding them to their online shopping baskets. Regardless of whether it's their favorite color, preferred style, or desired features, this exercise offers a plethora of information regarding their preferences. Making advantage of this data, companies may create ads that showcase the exact things that consumers have shown interest in.

2. *Making Personalized Recommendations (The Magic Touch)*: The era of generic advertisements that may or may not attract a user's attention is over. Businesses have the chance to suggest goods in line with each user's cart behavior by using customized ad content. Personalized suggestions provide a level of consideration to the buying experience, whether they are presented as alternatives or as supplemental goods that improve the customer's selected purchase.

3. *Strategic Timing (Seizing the Moment)*: Successful social media tactics depend heavily on timing. When customers are still considering the items in their basket, delivering personalized ad content at the correct time may have a big influence on their decision-making process. Businesses may then gently remind customers about the products they've chosen and even steer them in the direction of making the purchase.

4. *Nurturing Abandoned Carts (A Second Chance)*: Even for consumers who leave their shopping carts empty, customized ad material works its effect. It is possible to rekindle interest and give conversions another shot by creating advertising that especially targets abandoned goods. Businesses may re-engage customers and lower cart abandonment rates by presenting these products with alluring incentives like discounts or short-term deals.

5. *Showing Social Proof (Creating Trust)*: In order to establish credibility and trust, customized ad material may also include social proof components. Users are more likely to feel secure in their own purchasing selections when they observe other people who have made and enjoyed comparable purchases.

Ad content customization based on user cart action is a clever tactic that combines the potency of user intent with the potential of social media. Businesses may design a shopping experience that seems both personalized and straightforward by adjusting suggestions, comprehending customer preferences, using smart timing, and nurturing abandoned carts. In the constantly changing world of e-commerce, this technique not only increases conversions but also deepens the relationship between companies and their clients.

Table I: Examples of customizing ad content based on user cart activity

Example	User Cart Activity	Customized Ad Content
Personalized Recommendation	A leather handbag was added to the buying basket by the user	"Finish Off Your Look! Find Leather Accessories to Match Your New Handbag!"
Strategic Timing	A pair of running shoes were added by the user to their shopping basket.	"Are You Prepared to Take the First Step? Don't Miss Our Exclusive Collection of Running Shoes. Limited Stock!"
Nurturing Abandoned Carts	The user added a laptop then abandoned the transaction	"Are You Still Looking for the Ideal Laptop? You Are Awaiting It! Get 10% off your purchase today if you finish it."
Showcasing Social Proof	The user's cart activity was the addition of a smartphone.	"Join Thousands of Happy Clients! Find Out Why Customers Love Our Newest Smartphone Model."
Exclusive	The user added a dress to their shopping	"Your Dream Dress Is Awaiting! Customized Ad

Discounts	basket.	Content Enjoy 20% Off Your Selected Style, Especially for You.”
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ETHICAL CONSIDERATIONS IN REMARKETING

Remarketing practices used to re-engage prospective clients who have already connected with a product or service online must be carefully considered from an ethical standpoint. Remarketing may be an effective tactic for companies to boost conversions and engagement, but it also brings up some ethical issues. Privacy is the main issue since it may be violated when user data is collected and used for targeted advertisements. In this situation, transparency is essential because consumers need to know why data is being collected and why remarketing attempts are being made. Furthermore, too aggressive or invasive remarketing strategies might make users annoyed and harm a brand's reputation. It's critical to strike a balance between respecting user choices and successful advertising. Data security is a further ethical issue since it is crucial to protect acquired data in order to avoid breaches and unauthorized access. To address ethical issues in remarketing, it is essential to utilize personal information responsibly, communicate clearly, and put robust security measures in place.

• Addressing Privacy Concerns and Data Protection

User data gathering and usage are essential to remarketing, a technique that entails focusing on consumers who have interacted with a brand in the past. If this practice is not handled correctly, it might cause serious privacy issues. To address these issues:

- 1. Transparency and Consent:* It's important to communicate openly about the procedures used to acquire data as well as the goals for doing so. Giving consumers precise information offers them the ability to decide for themselves and a feeling of control over their personal data. Prior to collecting user information for remarketing purposes, specific permission must be obtained from the user.
- 2. Data Minimization:* Adopting the notion of data reduction entails gathering just the details required for remarketing activities. To lower the risk of possible abuse or breaches, businesses should refrain from collecting excessive or unnecessary data.
- 3. Aggregation and Anonymization:* An ethical strategy incorporates aggregated or anonymous data wherever it is practical. By doing this, user names and preferences are protected, but companies may still get useful information for creating remarketing tactics.
- 4. Security Measures:* Strong data protection measures are a must for any security measures. To stop unauthorized access, data breaches, and possible damage to users, encryption, safe storage, access restrictions, and frequent security audits are crucial.
- 5. User Control and Opt-Out:* A key component of ethical remarketing is respecting user autonomy. By offering simple opt-out options, people may decide whether they wish to take part in personalized advertising. Users now have more control over how their online experience is managed.
- 6. Respect for rules:* It is a basic ethical duty to respect applicable data protection rules and regulations, such as the General Data Protection Regulation (GDPR) or the California Consumer Privacy Act (CCPA). Specific specifications for data collection, permission, and user rights are outlined in these rules.

• Balancing User Experience and Remarketing Effectiveness

When it comes to defining social media strategies for online shopping carts beyond privacy and data security, ethical issues also take into account the delicate balance between user experience and the efficiency of remarketing methods. To guarantee ethical remarketing practices that engage consumers while respecting their choices and limits, striking this balance is crucial.

- 1. Frequency and Invasion:* Remarketing tries to re-engage consumers, yet overwhelming them with too many adverts may seem intrusive and obtrusive. It's crucial to strike a balance between how often advertising appears and how relevant they are to consumers' interests. Intrusive strategies, such as persistently reminding consumers or tracking them across different platforms, may harm user experience and undermine brand confidence.
- 2. Relevance and Personalization:* The goal of ethical remarketing is to provide advertisements that are relevant to users' preferences. Campaign effectiveness may be increased by using personalized content that takes into account consumers' prior interactions. This customization should be used carefully to prevent the development of an "echo chamber" that restricts users' exposure to various viewpoints.
- 3. Transparency:* Retargeting transparency is enhanced and expectations are better managed when the goal of retargeting is made clear to users. Users need to be aware that the advertisements they see are the product of previous interactions. Users are better able to make judgements when they are educated about how to restrict their exposure to remarketing attempts.
- 4. Respecting User Privacy Preferences:* In order to engage in ethical remarketing, consumers must be given the choice to opt-out of receiving personalized adverts. A pleasant user experience is facilitated by respecting users' privacy choices and offering simple methods for opting out. This shows a dedication to their liberty.
- 5. Diverse Ad Formats:* Diverse ad forms may increase engagement and avoid boredom. These formats, which go beyond standard banner advertisements, include native ads, video content, and interactive experiences. A positive user experience is enhanced by ensuring that these formats are in line with user preferences and do not interfere with how they browse.
- 6. A/B Testing and User input:* Refinements may be made by routinely assessing the effectiveness of remarketing efforts using A/B testing and requesting user input. This iterative process aids in discovering consumer preferences while avoiding actions that can degrade the user experience.

The difficult balance between user experience and ad performance is another ethical issue in remarketing. User choices are given first priority, intrusiveness is kept to a minimum, and strategy usage is transparent and courteous. Achieving this balance improves user engagement while upholding the moral principles required to foster confidence in the online economy.

CASE STUDIES: GOOGLE ADS REMARKETING AND FACEBOOK PIXEL

• Case Study 1- Successful remarketing campaign using Google Ads Remarketing

1. *Booking.com*: Booking.com is a website that aggregates travel prices and functions as a metasearch engine for travel. The world's largest online travel agency, Booking Holdings, is its owner and operator. There are 43 languages on the website.

Booking.com, a subsidiary of the Priceline Group, contributed about 15% of the company's overall revenue in 2015. Google Ads has developed into a crucial part of the business's revenue and marketing plans over time. Booking.com has been able to make hundreds of millions of dollars in income each year by bidding on billions of keywords. Expedia and other OTAs also compete to sell hotel names that have been trademarked in order to profit.

The mainstay of Booking.com's remarketing approach are these advertisements. According to 79% of consumers, they will only respond to offers that are consistent with their previous encounters with a company. For ecommerce organizations to implement this at scale, dynamic remarketing is generally used. You register all of your items and product pages with the advertising network, such as Google Ads or Facebook Ads, when you use dynamic remarketing.

Then, Google or Facebook will try their best to limit the advertising they display to those for the real products the user browsed. When Sierra Trading Post shifted to dynamic remarketing, conversions jumped by 400%.

They incorporate personalization (you previously have seen the hotel), a perceived discount, a CTA, a guarantee, and a sense of urgency in one little banner ad.

Marketing cookies are used by Booking.com and their dependable partners to compile data on you over time and across other websites, applications, and platforms. Cookies used for marketing assist them in determining which goods, services, and interest-based adverts to show you on and off our website and apps.

For example, based on the websites you frequent and the way you click, you could be categorized into a specific interest profile. They use these profiles to show customized content on Booking.com and other websites (such suggestions for trips or certain lodgings). They display individualized and interest-based advertising on other websites in addition to Booking.com and their apps. This is known as "retargeting," and it is based on your browser history, including the locations you've looked up, the lodging you've looked at, and the pricing you've seen. It might also be determined by your online shopping patterns or other actions.

Retargeting advertisements can be displayed to you both before and after you leave Booking.com with the intention of getting you to browse or come back to it. These advertisements may appear in emails, applications, or on websites.

○ *Unique Marketing Strategy*: The "Local Guides" series from Booking.com is one that will capture our attention. Locals from different communities showcase the top tourist attractions in their respective cities in this television series. Every host has a different tale about what makes their area special and why it's a terrific location to stay. Because of this, in today's digital age, telling a compelling story is essential for every brand that wants to succeed online. Booking.com completed its research and realized how to make the most of its marketing strategy efforts using the power of storytelling, even if it might not be simple for an OTA to develop strong brand loyalty through emotional appeal. For instance, they frequently post travel articles on their website, providing useful advice and pointers for folks who enjoy traveling or are making vacation plans. They write under a variety of headings, such as "Eat & Drink," "Destinations," "Family travel," or "Nature," making it simpler to search and find the precise subject that you were looking for. The social media outlets of Booking.com carry on with this theme.

○ *Active Engagement*: The company shared a picture on social media inviting fans to take an emoji-based geography quiz as part of World Emoji Day. Additionally, they created a number of memes that contrast how people imagined traveling would be in 2020 with how it actually was in that year, given the pandemic.

○ Additional justifications for using dynamic remarketing ads that grow with your goods or services include:

- Combine dynamic ads with your feed of goods or services, scaling your ads to span your whole inventory.
- Simple yet effective feeds, make a straightforward.csv,tsv,xls, or.xlsx feed. The Google Ads product recommendation engine will extract goods and services from your feed and select the optimum combination of goods for each advertisement based on the visitor's actions and the most popular goods.
- High-performance designs: Google Ads makes predictions about which dynamic ad layout will work best for the target audience, the location, and the platform where the ad will appear.
- Real-time bid optimization: Google Ads determines the best bid for each impression using the conversion optimizer and enhanced CPC.

2. *Purple Mattresses*: The Purple brand is well-known for its cutting-edge mattresses and other sleep-related items. Since its founding in 2015, Purple has been known for its distinctive approach to mattress design and dedication to provide supportive and pleasant sleep options. It all started with purple YouTube advertisement campaigns. Their YouTube account shows that 627,095,519 people have seen their films. Purple self-reported at the beginning of 2018 that its YouTube and Facebook commercials had received one billion video views. There are several targeting choices on YouTube, and one of them is remarketing target option. The targeting that Purple uses the most is this one. They have the ability to retarget you with video or display advertising if you visit their website or watch one of their videos. Purple only devotes a very tiny portion of their cash to search advertising. This is due to the very high

cost per click in the mattress sector. Non-branded keywords that are relevant might cost up to \$30 or \$50 per click! Although Purple focuses mostly on video, they do sometimes execute Search Ads. Their Search Ads clicks would roughly be divided between 40% branded traffic and 60% non-branded traffic.

Table II: Overview of the Purple's Google Ads budget

	<i>Ad Spend</i>	<i>Clicks</i>	<i>CPC</i>
Search Ads	\$41,500	14,642	\$2.8
Shopping Ads	\$5,000	1,785	\$2.8
YouTube Ads	\$1,700,000	492,753	\$3.45
Display Ads	\$41,000	91,111	\$0.45
TOTAL	\$1,787,500	600,291	\$2.98

• Case study 2- Impactful remarketing strategy with Facebook Pixel

Let us take an example of Airbnb which is a global online platform that connects travelers with people who have accommodations to rent in other countries and regions. Airbnb recognized the importance of retargeting as a technique for re-engaging users who showed interest but did not complete bookings. Airbnb required remarketing due to various compelling reasons:

1. **Extended Sales Cycle:** Due to the lengthy decision-making process involved in booking accommodation, customers frequently leave the platform without finalizing a reservation. Reminding these potential consumers of their initial interest through remarketing may be a way to entice them back into the sales funnel.

2. **Increase Conversion Rates:** Remarketing targets users who previously showed an interest in Airbnb's offerings. These users, already familiar with the platform, are more likely to convert compared to a cold audience. By re-engaging them, Airbnb aimed to elevate its conversion rates and drive bookings.

3. **Personalization:** Given Airbnb's diverse range of listings in various destinations, personalization of ad messaging became critical. Airbnb could tailor ads based on users' past interactions, enhancing the relevance of ads and capturing users' attention.

4. **Competitive Landscape:** In a highly competitive online travel industry, users often explore multiple platforms before making a decision. Through retargeting, Airbnb wanted to ensure that it remains top-of-mind during users' research, potentially influencing their choice in favor of Airbnb.

By providing a variety of tactical benefits that boosted their re-engagement and conversion activities, the integration of the Facebook Pixel proved to be quite helpful for Airbnb's remarketing efforts. In their remarketing ads, Airbnb benefited from the Facebook Pixel in the following ways:

1. **Wide Audience Reach:** Facebook is one of the largest social media platforms with a vast user base. This provided Airbnb with the opportunity to reach a diverse and extensive audience, increasing the potential for remarketing success.

2. **Advanced Tracking Capabilities:** The Facebook Pixel allowed Airbnb to track specific user interactions, such as destination searches and listing views, enabling more precise audience segmentation and personalized ad delivery.

3. **Dynamic Ads:** The Facebook Pixel integrates seamlessly with Facebook's dynamic ad system. This enabled Airbnb to create ads that dynamically populate with real-time data, such as listing images, descriptions, and prices.

4. **Custom Audiences:** The Pixel enabled Airbnb to create custom audiences based on specific actions and behaviors, such as users who have shown interest in certain destinations but haven't completed bookings.

5. **Conversion Tracking:** The Facebook Pixel can track not only user engagement but also conversion events, such as completed bookings. This helped Airbnb to measure the direct impact of their remarketing campaigns on actual revenue generation.

6. **Cross-Platform Reach:** Facebook Pixel can be used not only on Facebook but also on Instagram, which is owned by Meta now. Hence, Airbnb extended its remarketing efforts to multiple platforms and reached users across different channels.

A substantial 25% increase in reservations within the targeted locations was the result of integrating the Facebook Pixel into Airbnb's customized destination remarketing campaign. Airbnb was able to distinguish and understand user behaviors with a high level of specificity by utilizing the data-driven insights made possible by the Pixel's tracking capabilities. Due to its analytical prowess, the platform was able to glean pertinent data and consequently adjust its marketing campaigns.

CONCLUSION:

According to a Forbes.com article, 92% of visitors to your website are not yet prepared to buy your goods or service. Although they could be open to the idea, they are not quite prepared to change. Retargeting can be used in this situation. Due to the dynamic nature of digital advertising, quality as well as quantity are required to win the battle for your audience's attention. Each digital interaction with your clients should feel relevant to them, even if you should assume that they will need to have several interactions with your brand before they are ready to convert. Prospecting should be your main priority when starting a new advertising campaign in order to increase website traffic. Once you've gained some traction, you should aim to devote at least 20% to 30% of your overall ad budget to retargeting while directing fresh perspective traffic to your retargeting pool. It may be possible to move these individuals through the middle and lower tiers of your funnel by repeatedly targeting them.

Making sure you respect the privacy and consent of your users while using retargeting tactics is essential. The General Data Protection Regulation (GDPR) in the European Union, the California Consumer Privacy Act (CCPA) in the United States, and other pertinent laws and regulations applicable in their location or to their target audience should all be complied with by advertisers. It is important to take into account when choosing retargeting platforms and tools for your e-commerce firm. You may reach your audience using Google Ads, a well-liked and effective platform, on the Google Display Network, YouTube, Gmail, and Google Search. Dynamic product ads, video commercials, responsive display ads, and more can all be made in it. Another popular tool that enables you to connect with your audience across Facebook, Instagram, Messenger, and Audience Network is Facebook Ads. With the help of the specialized retargeting platform AdRoll, you can connect with your audience via email, social media, mobile, and the web. With the help of the specialized retargeting platform Criteo, you can connect with your audience on the web, on mobile devices, and in apps. Each of these platforms offers dynamic and personalized ads that are catered to the browsing habits, past purchases, product preferences, and buy intentions of your audience. Additionally, they offer recommendations and insights backed by AI to boost your remarketing efficiency.

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