

Ring in more holiday sales

'Tis the season to prepare your site for the holidays with behavioral targeting from ValueClick Media!

You've invested a lot of time and money to attract visitors to your site, so why not continue the conversation when they leave? ValueClick Media enables you to reach your most valuable prospects and customers during the holidays, bringing them back to ring in more sales.

Re-target Your Users for the Holidays

ValueClick Media's behavioral targeting technology makes it easy for online retailers to identify and reconnect with shoppers who have previously interacted with your brand.

By placing a pixel tag on the pages or advertising creatives you wish to track this fall, ValueClick Media will identify interested consumers in the months leading up to the holidays. During November and December, ValueClick Media can serve highly customized ads driving these visitors back to your site, dramatically increasing conversion rates

Past Behavior

Re-targeting Creative

Viewed or interacted with online advertising.	Reinforce message with additional frequency.
Researched particular products.	Product-specific creative targeted to in market visitors.
Abandoned shopping cart.	Discount item or offer free shipping.
Completed a purchase.	Up-sell to related products or offer loyalty discounts or refer-a-friend promotions.

“With ValueClick Media's user re-targeting product we have successfully increased online sales while lowering our acquisition costs.”

Laura Christine
Vice President of Direct Marketing & Ecommerce
SKECHERS USA, Inc.

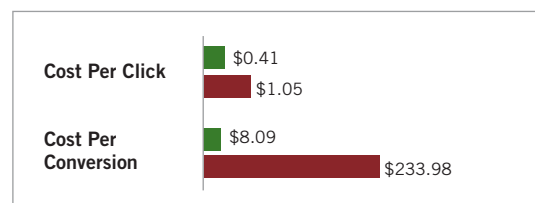
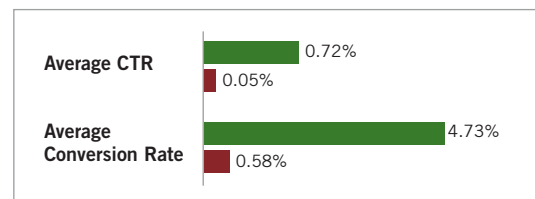
Get 1MM Free Impressions!

Reserve your holiday user re-targeting campaign now and, for a limited time, receive an additional 1 million free run-of-network impressions*.

* RON impressions with minimum \$25K insertion order signed by 10.15.07.

How user re-targeting performs

Users who have been to your site have a higher likelihood to purchase than those who have not. Here are actual statistics comparing the user re-targeting and run-of-network campaigns of a major consumer retail chain:



■ User re-targeting ON
■ User re-targeting OFF