ACXIOM

EMAIL REMARKETING

RECONNECT WITH ANONYMOUS SITE VISITORS

Does your brand have a blind spot? Are potential customers visiting your website but leaving no trace behind? If they don't log in or create an account, you have no avenue for engagement to build a relationship. Many solutions fail to capture the total visitor population due to ad-blockers and cookie-blocking browsers, and fewer still offer the option to remarket to visitors who don't sign in.

WHAT IS EMAIL REMARKETING?

Email Remarketing captures site visitors, finds the people behind the visits and remarkets to them via email—delivering more meaningful experiences to those visitors and driving better performance than traditional prospecting. Remarketing lets brands:

- Reconnect with visitors who did not log in to their site.
- Market to prospects more likely to convert and achieve 10 times higher ROI compared to traditional email prospecting.
- Remove blind spots created by ad-blockers and cookie-blocking browsers.
- Skip the sales funnel by going straight to conversion.

For example, an auto dealership is interested in reconnecting with people who have viewed the inventory of vehicles on their site. Using email remarketing, the dealer converts the visitors to an audience and sends each of them an email featuring the latest new car special and financing options.

OMNICHANNEL MARKETING

Email remarketing can also be combined with direct mail and digital marketing for an omnichannel strategy:

- DIRECT MAIL REMARKETING
  Direct Mail Remarketing takes your marketing efforts offline. It helps you build relationships with the people most likely to engage through customized, tangible materials delivered directly to their doorstep. By combining the digital and physical worlds, you create a memorable brand experience and increase the likelihood of engagement.

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HOW IT WORKS

- Email Remarketing includes placing a first-party tag from Acxiom's Real Identity™ product suite on a brand's website.

- Touchpoints from anonymous visitors are logged to a secure environment.

- The touchpoints are gathered and matched to the corresponding people in the Acxiom universe.

- The resulting audience is formatted and sent to the Acxiom email strategy team for deployment.

1 Anonymous visit to brand website occurs

2 First-party tag captures touchpoints from visit

3 Visitors matched to Acxiom data

4 Prospects most likely to convert are selected

5 Reconnect with audience via email

TWO OPTIONS

- **STANDARD EMAIL REMARKETING** Determine the frequency of your campaign, and email all the new visitors who have gone to your site since your previous deployment. This is the most efficient way to reconnect with anonymous visitors.

- **FAST TRACK EMAIL REMARKETING** Every weekday, reach out to new visitors within 24 hours of their visit. This is the quickest way for your brand to stay top of mind.

Additional options in the remarketing process include:

- **LOOK-ALIKE MODEL CREATION** Uses site visitors as seed data with the aim of increasing the reach of the audience and increasing total revenue.

- **CONVERSION LOOK-ALIKE MODEL** Uses known customers as seed data, then matches site visitors to that model to score how likely those visitors are to convert. This identifies only the most promising prospects and increases potential return on advertising spend.

- **AUDIENCE SEGMENTATION** Uses InfoBase® data attributes to narrow the audience based on specified criteria.

FOR MORE INFORMATION
on Email Remarketing, visit acxiom.com or contact us at info@acxiom.com.

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