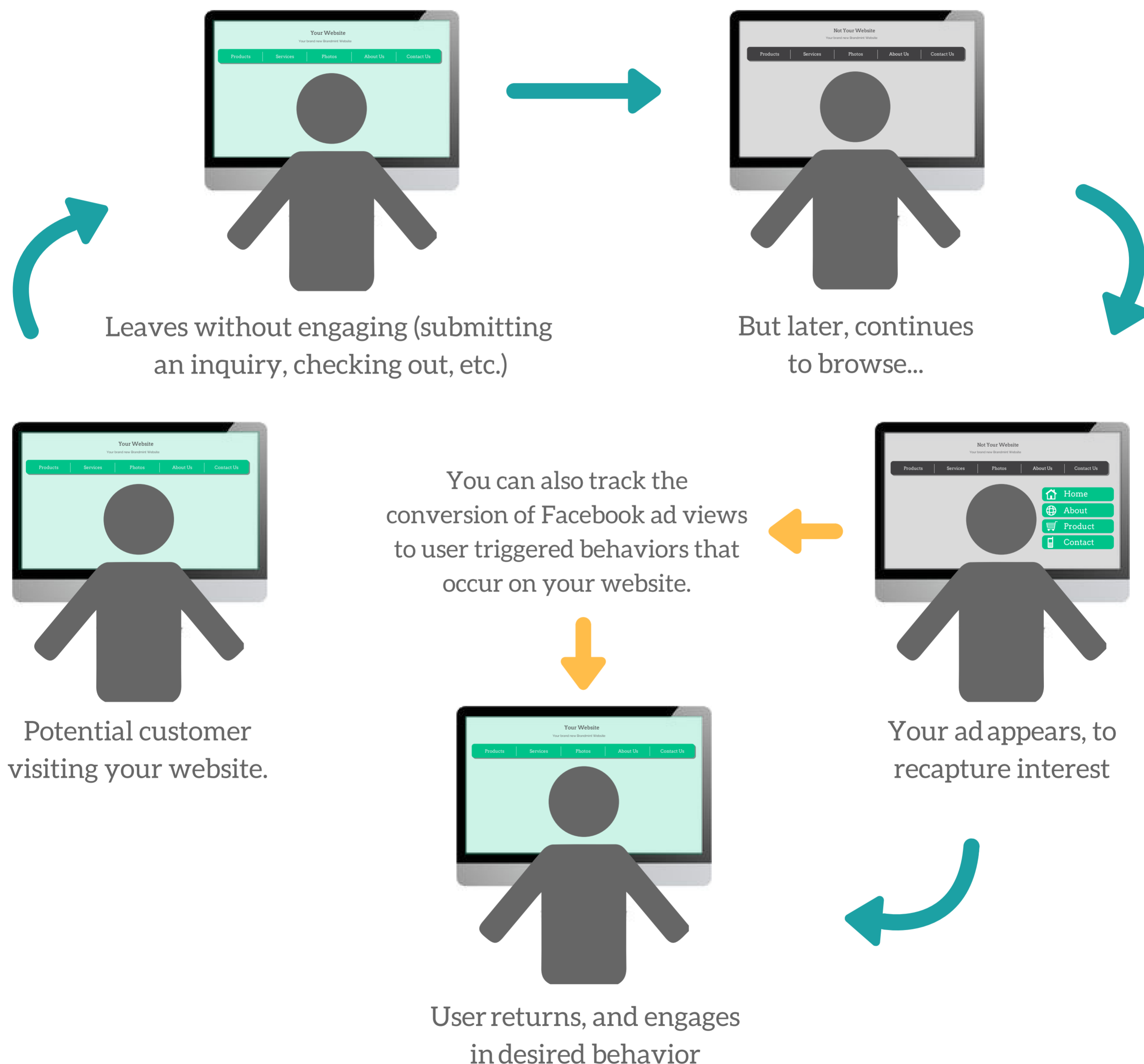


RETARGETING & CONVERSION

What is it?

Retargeting is a way to re-display your material to any anonymous site visitor. When someone first comes to your website, an unobtrusive piece of JavaScript is placed in their browser. When they leave your site and then browse elsewhere, your specific ads are served on *other* websites, based on the pages they visited on *your* website.



What does it cost?

Retargeting - \$349/ month

Conversion Tracking - \$479/ month

Bundle Retargeting and Conversion Tracking - \$729/ month