



# Pay-Per-Click Retargeting



**TOP QUALITY**  
*online solutions, inc.*

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**Website Visitors Who Leave Don't Have to Be Lost Forever.  
Retargeting Brings Them Back to You.**

## Contact Us!

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We are a full-service web design and internet marketing firm.

Ask us about:

Website Design, Graphic Design, SEO, Local SEO, PPC, Email Marketing, Social Media, Lead and Sales Tracking, Writing Services and Hosting.

*"Quality goes in  
before the site  
goes on."*

## What is PPC Retargeting?

**Pay-Per-Click** is online advertising in which you pay for clicks on ads that link to your website or landing page. **PPC Retargeting** serves ads to people while they browse the web, **after** they've left your website.

## Features and Benefits of Retargeting Ads:

- Studies show that retargeting ads bring in nearly twice the revenue as other display ads.
- Targets visitors to your website who don't convert on the first visit. On average, 97% of first-time visitors to a website leave without completing a conversion.
- Reminds visitors of items they've seen on your website and entices them to return and complete a conversion.
- Delivers tailored ads across the web that combine the layouts, products, messages and offers based on a visitor's activity on your website.
- Ideal supplement to an SEO campaign—exclusively targets consumers who have demonstrated an interest in your products/services.
- Works fast! Your ad can begin running the day the campaign is launched.
- Cost per lead is typically less than other forms of advertising.

## You Can See Success!

- **100% measurable results.**
- Everything about your PPC retargeting campaign is reported in your dashboard.



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Retargeting Features	Description
<b>Free Campaign Management with SEO Premium Placement Plan</b>	Bundled with Premium Placement SEO Plan. No charge for set up and management of retargeting campaign.
<b>Targeted Reach</b>	Reach the 97% of customers who leave your website without converting.
<b>Budget</b>	\$100 minimum to \$300 maximum monthly budget.
<b>Launch</b>	Includes Google Analytics set up plus text and display ad creation (using Google Display Ad Builder).
<b>Management</b>	Google Adwords Certified Analyst manages set up, budget and bids.
<b>Flexible Delivery Schedule</b>	Choose the number of days people will be retargeted with your ads. Default is 90 days.
<b>Massive Network</b>	Ads run on Google's vast and diverse Display Network.
<b>Custom Ad Images</b>	Products on your website are featured in the display ad.
<b>Fast</b>	Ads can start showing the day the campaign is launched.
<b>Monthly Report</b>	Key data emailed to you in a PDF report.
<b>Google Adwords Certified</b>	Our PPC analysts are rigorously trained, Google Adwords certified and results-driven.
<b>Easy Upgrade</b>	Seamless upgrade to higher budget Retargeting Plan for those who want to leverage a successful campaign.