Funnel Vision: Leveraging Display Advertising & Retargeting to Improve Your Digital Marketing Efforts
AGENDA

1. The World of Inbound
2. The World of Display
3. Bringing It All Together
4. Key Takeaways and Q&A
THE WORLD OF INBOUND
Over the past decade, there’s been a fundamental shift in the way companies reach their audience.
Brands were in control. Buyers were constantly bombarded with billboards, commercials, and cold calls trying to sell them a product.
The customer is in control. Buyers are tuning out loud, interruptive advertising and consuming information online.
The Old Playbook is BROKEN.

- 86% skip TV ads
- 91% unsubscribe from email
- 44% of direct mail is never opened
- 200M on the Do Not Call list
OUTBOUND

Cold Calling
Cold Emails (SPAM)
Interruptive Ads

Marketer - Centric

VS.

INBOUND

SEO
Blogging
Attraction

Customer - Centric
The Inbound Marketing Methodology

**ATTRACTION**
- Strangers
  - Blog
  - Keywords
  - Social Publishing

**CONVERSION**
- Visitors
  - Forms
  - Calls-to-Action
  - Landing Pages

**CLOSING**
- Leads
  - CRM
  - Email Workflows

**DELIGHT**
- Customers
  - Surveys
  - Smart Content
  - Social Monitoring

- Promoters
HubSpot is an **All-in-One Marketing and Sales Platform** Built for the Modern Buyer Journey
HubSpot is an All-in-One Marketing and Sales Platform *Built for the Modern Buyer Journey*

1. Increase in monthly traffic
2. Increase in monthly leads
3. Increase in revenue
THE WORLD OF DISPLAY
Solving for marketers 3 core objectives

**ATTRACTION**
Reach new prospects

**CONVERSION**
Turn prospects into customers

**GROWTH**
Maximize customer lifetime value
Data is the new currency

Customer data most marketers act on
- Demographic
- Geographic
- Household income

Customer information AdRoll helps you act on
- Buyer intent
- Partner integration data
- Cross-device data
Convert more prospects into customers

**ATTRACT**
Reach new prospects

**CONVERT**
Turn prospects into customers

**GROW**
Maximise customer lifetime value

**Retargeting**
Target high-intent audiences (e.g. shopping cart abandoners) with relevant ads

**Dynamic Creative**
Increase ad performance by using customised dynamic creative

**Prospecting**
Drive new potential customers to your website

**CRM Retargeting**
Re-engage existing customers using CRM data

**AdRoll Email**
Send triggered emails tailored to an individual’s behavior when browsing your website
Display Ads
Prospecting
Retargeting
AdRoll CRM
BRINGING IT ALL TOGETHER
The Inbound Marketing Methodology

**ATTRACT**
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**CONVERT**
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  - Landing Pages

**CLOSE**
- Leads
  - CRM
  - Email
  - Workflows

**DELIGHT**
- Customers
  - Surveys
  - Smart Content
  - Social Monitoring

- Promoters
Solving for marketers 3 core objectives

- **ATTRACT**: Reach new prospects
- **CONVERT**: Turn prospects into customers
- **GROW**: Maximize customer lifetime value
Attract
- SEO, Social, Blog, Website, Mobile Optimisation

Convert
- Landing Pages, CTAs, Forms
- Email, Workflows, CRM, Sales Alerts
- Surveys, Smart Content, Social Monitoring

Close
- Retargeting, Dynamic Creative, CRM, SendRoll
- Retargeting, Dynamic Creative, CRM, SendRoll, Bounce Prevention

Delight & Grow
- Prospecting, CRM
- Retargeting, CRM SendRoll
- Promoters

Strangers
Visitors
Leads
Customers
Promoters
1. ATTRACT
Step 1  
Attract

**Ads Tactics**
- ✓ Leverage prospecting to drive new visitors

**Inbound Tactics**
- ✓ Pick keywords you want to be found for
- ✓ Create content for conversion opportunities (blogs, ebooks, etc.)
Prospecting

1. Collect data on your site visitors

2. Locate new users with similar online behaviors

3. Target them with campaigns across the web and Facebook, on any device
2. CONVERT
Step 2

Convert

Ads Tactics
✓ Determining correct ad positioning / language
✓ Retargeting high-intent leads through display and email

Inbound Tactics
✓ Well optimised landing pages
✓ Sales-relevant form fields
✓ Continued communication with sales
Paris fashion week: Balenciaga awes with grown-up chic collection

Creative director Demna Gvasalia leads the move to "cool and elegant", while Céline champions architectural minimalism

Jess Cartner-Morley in Paris

Sunday 5 March 2017 18.50 GMT
3. CLOSE
Step 3

Ads Tactics
✓ Further down the funnel retargeting of high-intent opportunities

Inbound Tactics
✓ Sales and marketing alignment
✓ Information flow between marketing software and CRM
Matching message to the Lifecycle stage

- **Awareness**
  - Attract new site visitors

- **Awareness - Known**
  - Re-engage

- **Interest**
  - Demonstrated interest

- **Activation**
  - Re-engage with user to help launch first campaign.

- **Grow**
  - Cross & Upsell
4. DELIGHT & GROW
Step 4
Delight & Grow

Ads Tactics
✓ Retargeting to customers to upgrade, cross-sell, provide more value

Inbound Tactics
✓ Customer education
✓ Ongoing support and ‘delight’ moments
✓ Recognise and leverage advocates
4 Best Practice and Q&A
1. Your prospects, leads and customers are not just isolated to your website!

1. Retargeting and display ad tactics can be used reach these individuals

1. Think with an inbound marketing mindset when integrating retargeting strategies

1. Experiment → Analyse → Improve
Attract, Convert and Close
Attract, Convert and Close
“Integrating our HubSpot data with AdRoll decreased our cost per click by 66% and improved our click-through rate by 400%.” —Niek Dekker, Marketing Manager, Rezdy Online Booking Software
QUESTIONS?
THANK YOU