

THE GUIDE TO ESP RETARGETING

Capture a lost sale!

What is ESP Retargeting?

After a distributor is either logged in to ESP® or shows interest in your products by conducting searches in your category, a display ad reminding them of your products will appear on some of their favorite sites.

Does it work on mobile devices?

Even if a distributor's ESP search is done on a desktop or laptop, the retargeted ad will appear on their mobile devices, including smartphones and tablets.

What are my ESP Mobile Retargeting options?

- **Option 1:** Reach prospects on major, mobile-friendly websites such as Yahoo. Included in your overall retargeting ad spend, this will help your brand appear everywhere your potential customers are.
- **Option 2:** Create a new campaign with a full-screen ad built specifically to appear on popular mobile apps such as Solitaire, Words With Friends, Trivia Crack, Scrabble and so much more! The display ads on these apps fill up the whole screen, ensuring your products are on full display to remind the distributor.

Why do I need it in my strategy?

Major companies are investing in retargeting because of the brand awareness and recognition it offers. After distributors leave ESP, they're reminded of your products and services while conducting other searches. Since most people consume information on mobile, there's a lot of value in being able to truly reach prospects where they are - on their devices.

Learn more at espiaadvertising.com.