

Retargeting Strategy Proposal

Date: [Insert Date]

Prepared for: [Client Name]

1. Executive Summary

This proposal outlines a retargeting strategy aimed at increasing conversions, re-engaging lost visitors, and improving ROI for [Client Name]. Our approach integrates audience segmentation, creative messaging, and continuous optimization.

2. Objectives

- Increase website conversions by [Target Percentage] within [Timeframe].
- Re-engage shoppers who abandoned carts or exited key pages.
- Optimize ad spend and boost ad engagement rates.

3. Target Audience

1. **Website Visitors:** Users who visited but did not convert.
2. **Cart Abandoners:** Users who initiated checkout without completing purchase.
3. **Past Customers:** Users who purchased in the past 180 days.

4. Channels & Platforms

- Google Display Network
- Facebook & Instagram Ads
- LinkedIn Ads (if B2B)
- Email Retargeting Campaigns

5. Creative Strategy

- Dynamic product ads showing previously viewed items.
- Personalized messaging based on user behavior.
- A/B testing of ad creatives and copy.

6. Measurement & Reporting

- Track conversions and click-through rates.
- Monitor frequency and optimize for ad fatigue.
- Monthly performance reports with actionable insights.

7. Timeline

1. Week 1: Campaign setup, pixel implementation, audience creation.
2. Week 2: Launch initial campaigns and creatives.
3. Weeks 3-4: Monitor, optimize, and report on performance.

8. Budget Estimate

Estimated monthly budget: \$[Insert Amount]

Allocation across channels and creative production included.

9. Next Steps

- Review and approve proposal.
- Finalize assets and tracking setup.
- Commence campaign launch as per timeline.

Prepared by: [Your Name/Agency]

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