

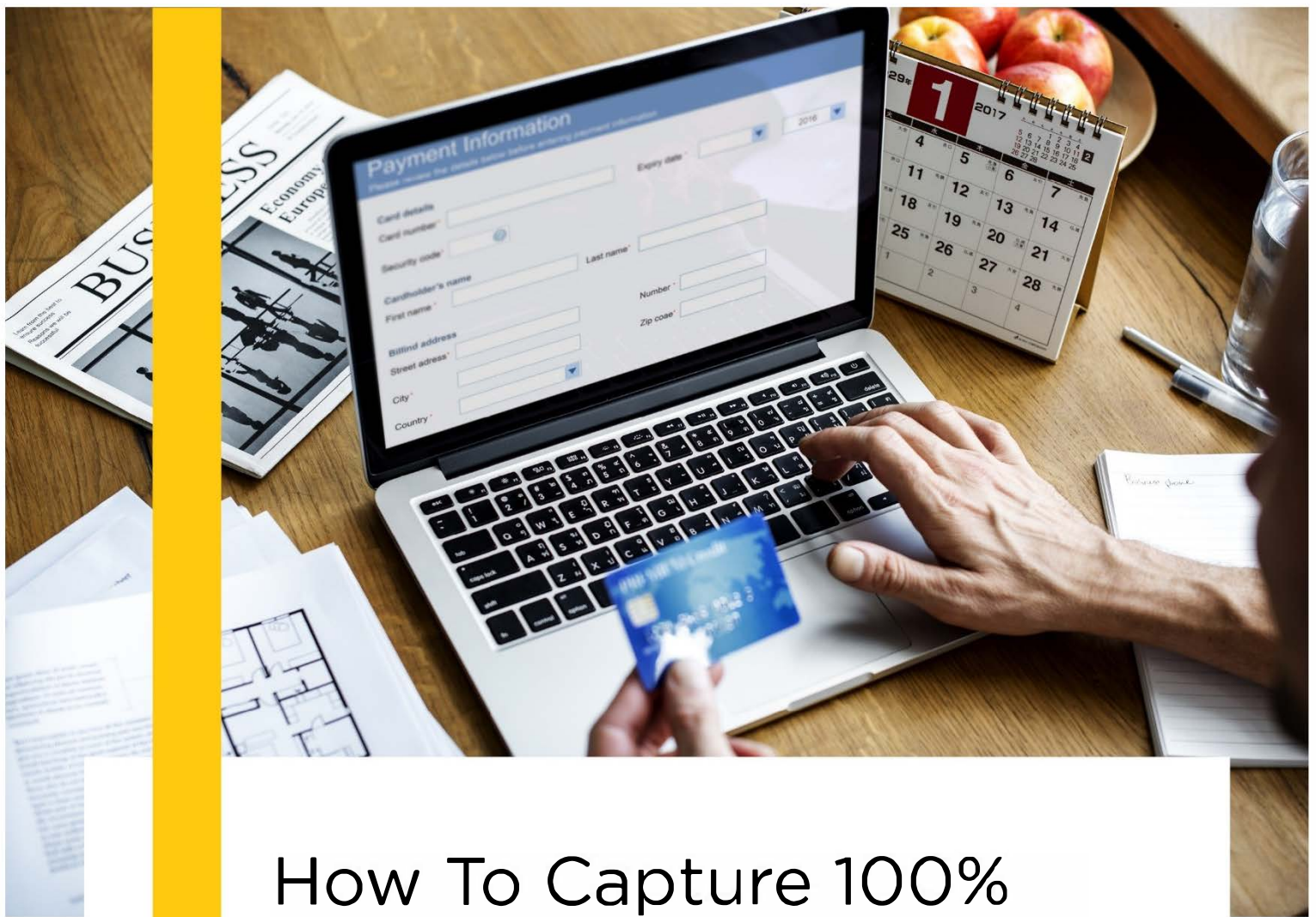


SiteSolutions.com™
(877) 855-2003 - (916) 740-1198



TURNING WEBSITE VISITORS
INTO NEW BUYERS
FOR YOUR BUSINESS

INDUSTRY REPORT



How To Capture 100% Of Your Website Visitors And Turn Them Into Paying Customers

Turning website visitors into new paying customers - in a short period of time - is one of the biggest challenges business owners face.

It doesn't help that out of the 100% of users who visit a business' website, **97% leave without taking any action** (selling, signing up, etc.) - and with no intention of returning.

That leaves you with 3 - 4% of conversions and a major dilemma.

How will you get the non-action taking visitors to return? Most marketing strategies focus on gaining more website visitors, but few to none have a method to successfully retain them.

But we've come up with a strategy that will change the game for your business. It's a strategy that can work for all markets, and still produce great results.

A strategy that will **CAPTURE UP TO 100%** of all your website visitors and get them to engage with your brand.



Case Study:

This Is How Fast This Strategy Works

Mazda had a simple goal of getting more people to test drive their cars. In order to make this happen, they reached out to a marketing company to set their website strategy up in order to help them capture 100% of their website visitors and market to them with online ads.

The company worked with Mazda to “drive” some impressive results with their proprietary ads solution. Here are some quick stats:

1

Visitors who saw the ads **lead to more action-taking website visitors at a 53% higher rate** than the control group.

2

The value of car sales through their strategy was **98% higher** than the offline average.

3

Mazda had an **engagement rate of almost 20%** from their ads.



You DO NOT Want to Miss Out on This

Not only will this strategy provide you with a competitive edge, it will also:

- 1** Boost your brand to stay “Top of Mind”
- 2** Allow you to target **Hot** prospects
- 3** Direct visitors to specific pages of *your* choice
- 4** Get higher conversions on paid & organic traffic
- 5** Stay in front of a customer until they are ready to BUY

If you choose NOT to implement this strategy, you will continue to **lose** visitors to your competitors, increase your number of **failed** conversions, and **struggle** to effectively leverage your website.

To ensure that you **don't** miss out, we've compiled an expert industry report on this game-changing strategy. Every page contains key tips, pointers, and methods that will help you put your business above the rest.

By the time you're done reading the report, you'll be equipped with **everything** you need to know about boosting your brand, increasing engagement with your targeted audience, reeling in hot prospects, and securing more sales.

The Secret Strategy Revealed... And It's Not What You Think

THE SECRET TO CAPTURING 100% OF ALL YOUR WEBSITE VISITORS IS...

WEBSITE RETARGETING



Your Problem: **Only 3 to 4% of your site's visitors will actually convert or buy. The other 96% leave without taking any action.**

If You Want To Go From Capturing 3% to 100%
Then KEEP READING About Retargeting...

With retargeting, you'll only focus on people who have visited your site. These are the people who have already had an experience with your brand. If they leave your site without taking the desired action - paying, signing up, etc. - you can show them ads as they surf around the Internet with the intent of getting them to come back to your website and take the desired action.

CASE STUDY: 249% CONVERSION INCREASE

Our proprietary retargeting approach is doubling and tripling the industry average in click conversions.

In less than 30 days we can start capturing up to 100% of all your website visitors; and enabling you to turn COLD visitors into HOT prospects.

Still Not Convinced? Check Out These Results:

**100% of All Website Visitors Captured
And Over 300 New Prospects**

CASE STUDY: RETARGETING

Traffic Summary

34
days

Campaign
Duration

125,652

Impressions

309

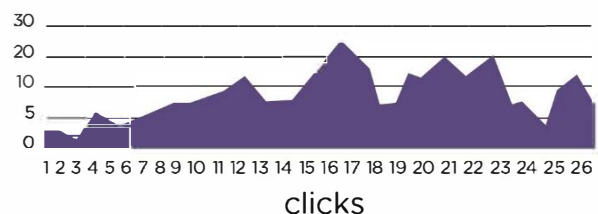
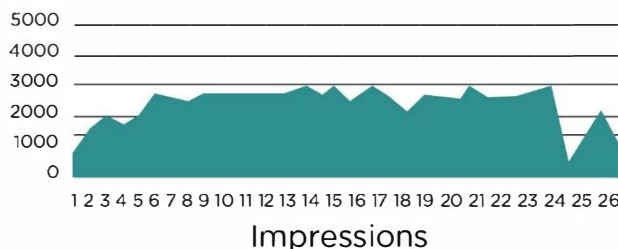
clicks

0.25%

Click Through Rate

316

Above Industry Average



RETARGETING EXPLAINED IN 3 EASY STEPS....

The goal is to turn your website visitors into paying visitors. You can do that by following these steps:

Step 1

Have your marketing agency place a retargeting pixel (Small piece of code sometimes called a cookie) in the header and body of your website.

(If you don't have one let us know and we can do this for you)

Step 2

When you have a visitor visit your site, that "Pixel Code" is downloaded to their browser and stored in their web browser history.

Essentially this captures 100% of all the visitors that come to your website with a code that allows you to show your ads to them wherever they go online.

Step 3

Start a "Retargeting Campaign" with special software that will show your ads to those that have visited your website.

After your website visitor visits your website and doesn't contact you, they might then visit ESPN.com, Weather.com, LinkedIn.com, History.com or millions of other sites.

Your ads will now start to show to your website visitor when they visit these other sites. You can show your ads up to 90 days to stay in front of them at the perfect time when they are ready to buy.

To Learn More About Retargeting
Call Us Today At

(877) 855-2003



RETARGETING FLOWCHART ILLUSTRATION



1

**Someone Visits
Your Website.**



2

**96% Of Your
Website Visitors
Leave.**



3

**Drop A Pixel Code
In Their Browser**



4

**Create Ads That
Show Offers,
Branding, Reputation**



5

**Your Ads Follow
Your Prospects On
The Site They
Visit Online**



6

**Prospects Click
On Ads That Drive
Them To Your High
Converting Website**

**Contact Us Today And We
Will Setup Retargeting On Your
Website FOR FREE!**

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USE THESE TYPES OF ADS TO CONVERT YOUR WEBSITE VISITORS

High
Converting AD **#1** Offer Ads

Offer Ads are powerful ads because they give a REASON for a potential customer to contact you. Typically you want to run an offer that is 30% - 60% off the price. Here are 3 examples of offer ads:



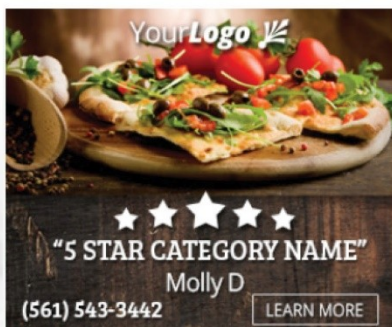
High Converting AD **#2** Branding Ads

Branding Ads are critical because your website visitor might not have found the product or service they were looking for. You can use branding ads to show your potential customers that you do have the different products / services they are looking for:



High Converting AD **#3** Reputation Ads

Reputation Ads are one of the highest converting ads that you can use. They are simply ads that show your 5 Star reviews online.





7 EFFECTIVE STRATEGIES FOR RETARGETING

1

Site Visitor Retargeting: When a person visits your website, you can retarget them all around the Internet.

2

Time On Site Retargeting: If the user stays on your site for more than 10 seconds, then initiate retargeting (= better engagement rates)

3

Email Retargeting: If a user stays on your site for more than 10 seconds, retargeting is initiated, resulting in better engagement

4

Abandon Retargeting: If a user adds an item to their cart, but does not purchase, you can send a specific message to them with an irresistible deal to encourage them to complete their purchase.

5

Location Retargeting: Only retarget the user if they are in a specific zip code or city.

6

Topic Retargeting: Retarget a user if they visit a particular page or product on your website. This is particularly effective with E-commerce.

7

Engagement Retargeting: If a user takes a specific action, such as filling out a form, or purchasing a product, you can retarget them with upsells, or related products.

WE ARE THE RETARGETING EXPERTS YOU NEED

MAXIMUM
CAMPAIGN
PERFORMANCE



Measurement & Reporting

Reporting goes beyond measured results to create actionable marketing tasks.



Expert Marketing Insights

Our expert insights provide a strategy for your campaign's direction.



Boosting Optimization

Each campaign element goes through incremental improvements to achieve optimization.



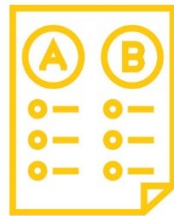
OUR RETARGETING CAMPAIGN

Hours of Research and Qualified Practices Have Helped Us Develop the Following for a Successful Campaign:



Proven & Effective Ad Design

We've researched over 10,000 of the world's highest converting banner ads to make sure that the ads we create for you are effective.



Split Testing

Based on your targeted goals we split test each ad feature and size by rotating the ads to optimize each one.



Articulate Ad Placement

Unlike most companies we don't create 2 or 3 ad sizes. We create over 16 different ad sizes designed for different placements on a page and different devices like mobile, tablet and desktops.

OUR 10X RETARGETING STRATEGY

With retargeting you capture 100% of your site visitors - that's the easy part. The next step is to get those site visitors to engage with you.

CONTACT US TODAY:

SiteSolutions.Com

(877) 855-2003

To Learn More About Our 10x And Video Retargeting Strategies

HOW OUR STRATEGY WORKS

How our system does all the work to reach to your target market



1

Client

An Advertiser wants to place an Ad.



2

Our Ad Agency

- Develops The strategy
- Creates The Ads
- Manages Your Campaigns



3

Proprietary Traffic System

We use proprietary software & analytics to setup, track, and optimize your campaigns.



4

Real Time Bidding

40 billion dollar marketplace that is used to bid and buy ad space on millions of sites.



5

Website owner

Post their websites availability to market others ads on their site.



6

Display Ads On Site

Once a price has been accepted the ads are approved to post to the site [Happens in 100ms Or Less]



7

Target Market

Your Perfect Target Market Sees Your Ad To Go To Your Page.

6000

4000





Get In Front Of New Customers Automatically

On the world's top performing publisher sites – ranging from well-known consumer sites such as YouTube, BBC America, Amazon & Ebay to premium publishers such as The Guardian, Los Angeles Times & Newsweek. We have several million sites available globally – all vetted and checked for performance to drive results.



Where will your ads display?

Our solutions give you the ability to market to your targeted audience on a local and global scale by maximizing your reach impact across devices, interests and locations.

Contact Us Today
And We Will Setup
Retargeting On Your Website FOR FREE!
Call Us At: (877) 855-2003

Still Not Convinced?
Contact Us Today
And We Will Create
A Free \$500 Website Ad
To Help Convert
More Visitors Into Buyers

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