

Retargeting from a website visit has long been one of the more effective advertising tactics for reaching an audience that's both interested and engaged. But what about retargeting users who've also visited your physical location?

In a study of impressions served during 2021 Holiday Shopping Season consisting of over 11 million impressions, the client found that our location-based retargeting of visitors had better results than retargeting website visitors.



Since not every visitor makes a web visit before shopping, this powerful data set from Digital Pointes affords greater retargeting of the shopping public. Increased reach creates scale reaching the most valuable segment, repeat shoppers.

Location-based retargeting showed 47% higher CTR when used in conjunction with web visit retargeting or just retargeting of website visitors alone.