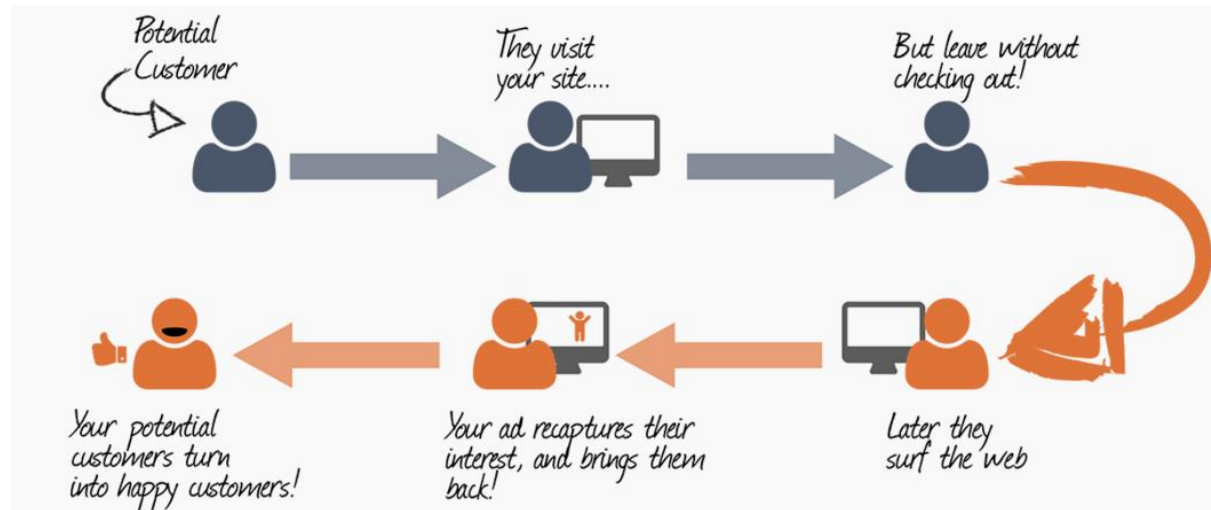


What is Remarketing?

Remarketing (or retargeting) is a type of online advertising that does exactly what it says it does. This cookie-based technology literally follows the user around the internet, in order to remarket him/her again.

Statistics show that only 2% of web traffic converts on the first visit, which means 98% of users leave without converting right away. These users are targeted once they leave the website by then seeing subtle hints (ads), reminding them about their previous interest.



What is Native Advertising?

Have you ever noticed those sponsored ads at the bottom of blog or FB posts? They can be “other recommended readings” or “other people liked” with suggested examples for users to click on. This is native advertising.

The screenshot shows a grid of content. The top row includes articles like 'A History of Race and Racism in 24 Chapters', 'John Legend Can't Say Times Are Normal', and 'Maria Callas, From Reality to Runway'. Below this is a section titled 'FROM OUR ADVERTISERS' with sponsored articles such as 'Hacking the Art World', 'Shopping Goes Virtual', 'Vacation Off the Beaten Path', 'Where Do You Stack Up?', and 'Creating a Stronger Workforce'. A red arrow points to the 'FROM OUR ADVERTISERS' section.

