Remarketing, Retargeting, Repurposing: Future of Digital Marketing

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Remarketing and Retargeting are always used in digital marketing with the intention of targeting clients. Remarketing is generally a process through which a company targets users who have previously visited the company's website and wishes to offer them personalized ads or emails. Retargeting deploys cookie technology to reach out to shoppers who abandon the site without purchasing something by presenting to them ads that are likely to lure them back to the site. Repurposing means taking existing content and using it for other formats to reach other audiences in different channels or formats, without necessarily producing new content. It is relevant to write a paper on remarketing, retargeting, and repurposing because they make marketing wiser, increase the level of consumers' interest, and enhance the conversion rate. In this way, revealing how companies use existing audience and materials, the paper can show cost-efficient and effective digital marketing strategies that help improve brand awareness and customer loyalty. We used the qualitative form of surveying by having personal one-on-one interviews with our samples and recording their responses before drawing our conclusions. We were able to know that consumers find it very annoying and disturbing when repetitive ads pop-up on their screen but wouldn't mind getting such ads and emails from companies which they actually like. Upon further questioning, we were able to know what our sample's views on the future of remarketing was.

1. Introduction

Meaning of Remarketing, Retargeting and Repurposing

The **Remarketing** model is a new digital advertisement technique that focuses on customers who have previously engaged with a particular brand's website or application but did not perform a specific action, such as making a purchase. Through following the users' activity and showing the specific ads in different channels, remarketing ensures that these potential customers will keep thinking of the brand whenever they see an ad. This kind of marketing strategy does not only aim for top of mind recall but also customers conversion since most of them leave their shops without paying for their products thus, improving marketing efficiency as well as return on investment. Remarketing involves placing a tracking code on a website, which tags visitors. When tagged users visit other websites or social media platforms, they see ads specifically created for them. Remarketing is widely used in e-commerce, B2B marketing, and service-based businesses to capture lost leads, increase customer retention, and optimize marketing budgets.

Retargeting is an internet marketing strategy aimed at targeting visitors of a specific site who were not persuaded to purchase a product or subscribe to a service. Retargeting platforms follow such users by means of cookies and present the same advertisement when they surf other websites or social networks. This strategy helps the brand remain relevant to the customers and reminding them of their first impression which makes market them to become more effective and have high returns on investment.

Repurposing is the act of reusing existing content and either modifying it for a new use or using it as it-is for a different medium or audience. For example, you can turn a blog post into a video script, an infographic, or social media posts. By repurposing, you not only save time but also can reach multiple segments of your target audience who prefer different content formats. You can reinforce your message and save money too. Repurposing helps you extend the shelf life of your content and increase your overall marketing success by making sure your messages work across all channels and platforms.

In the increasingly efficient and high-velocity land of digital marketing, strategies like remarketing, retargeting & repurposing have etched their place on any brand marketer's checklist for making that dollar more viable when it comes to online presence and bottom lid metrics. However, there are similar concepts to retargeting such as Remarketing in Google Ads where the rule for remarketing is only showing ads to users who have visited your site but did not take the desired action (eg make a purchase). They do this using cookie to monitor site users, offering a more targeted type of advertising that makes people want to come back. Additionally, repurposing is something that allows you to take content and make it fit different platforms or formats (when done properly) putting the work to good use. Using these elements of approaches strategically businesses can reignite interest and leverage the content marketing efforts to ensure that assets continue driving engagement across multiple channels. Learning and applying these strategies can do loads for a brand by increasing brand visibility, customer loyalty adjusting the sales performance in a cut-throat digital market.

In the remainder of this paper we will look into different types of Remarketing models and at the same time summarise the detailed one-on-one interviews that were conducted with multiple people to know about their views and opinions on these topics.

2. Literature Review

The concepts of remarketing, repurposing, and retargeting are integral to modern digital marketing strategies, all focused on enhancing customer engagement and maximizing the value of content or ads. While they share similarities, each has distinct purposes and applications within the marketing ecosystem.

Remarketing is primarily defined as a digital advertising strategy that targets users who have previously visited a website or interacted with a brand but did not complete the desired action, such as making a purchase. According to Google's definition, remarketing works by using cookies to follow users across websites and serve them ads to re-engage their interest.

Chaffey (2020) explains that remarketing leverages customer behavioural data to retarget customers through customized ads, often improving conversion rates. It works especially well in e-commerce, where users might abandon carts. Remarketing serves to remind them of their interest in a product or service.

Adrian Palmer (2015) discusses how remarketing campaigns create subtle cues in users' minds through repetition, enhancing recall and influencing purchasing decisions. The timing and frequency of remarketing messages are key to avoiding "ad fatigue," where excessive exposure turns customers away. Palmer's paper examines the strategic importance of remarketing in re-engaging potential customers. It discusses the use of personalized advertising to increase conversion rates and addresses privacy concerns related to user tracking.

Brettel, M & Spilker Attig, A. (2010) Brettel and Spilker-Attig's study provides valuable insights into how cultural differences shape consumer perceptions of personalized ads, including remarketing. The research underscores the need for culturally tailored remarketing strategies that respect the values and expectations of different consumer segments. For remarketing to be effective across diverse markets, businesses must consider these cultural factors and adjust their strategies to align with the preferences and sensitivities of their target audience

Loomer (2019) states that content repurposing allows marketers to extend the lifecycle of a piece of content by tweaking its format for different platforms, such as converting a blog post into an infographic or a webinar into a series of short videos. This strategy minimizes resource investment while maximizing content reach.The paper provides a valuable framework for maximizing the lifespan of digital marketing efforts.

Pulizzi and Rose (2016) the authors highlight that repurposing plays a critical role in content marketing strategies as it enables brands to reach various audience segments across platforms with minimal additional effort. Pulizzi and Rose's paper outlines how repurposing content can play a significant role in transforming the marketing function from a cost burden into a revenue-generating operation. By repurposing content effectively, businesses can create sustainable marketing strategies that drive long-term growth and profitability.

Lambrecht and Tucker (2013) The study shows that retargeting is more effective when consumers are further along in the buying process and when ads feature specific product details. Generic retargeting, on the other hand, is less effective at driving conversions. It differentiates between static and dynamic retargeting, with dynamic retargeting being far more effective as it customizes the ad content based on the specific products a user previously viewed. Static retargeting shows generic ads, which may not be as relevant or engaging.

Hoque and Lohse (2021) discuss how retargeting leads to increased conversions and user engagement by addressing specific products or services a customer has already shown interest in. Their findings indicate that dynamic retargeting, powered by machine learning algorithms, has a substantial impact on sales growth. Marketers must ensure that the ads they serve are both relevant and timely, and avoid over-personalization or irrelevant targeting. By paying attention to consumer feedback, improving algorithm accuracy, and being mindful of privacy concerns, marketers can minimize the risk of retargeting going wrong and maximize the positive impact of their campaigns.

Sahni et al. (2018) explore the psychology of retargeting, noting that repeated exposure to retargeted ads can cause an increase in familiarity and comfort with a brand, potentially leading to greater brand loyalty over time. However, their research warns of the "creep factor," where overly persistent retargeting can harm a brand's image. Sahni et al.'s paper concludes that 'timed ad intervals' are more effective than frequent, consecutive ads in retargeting campaigns. By ensuring a well-timed delivery of personalized ads, marketers can improve engagement and conversions, while also reducing the risk of ad fatigue.

Comparative Analysis

Though remarketing, repurposing, and retargeting are often used interchangeably, each addresses different aspects of the customer journey:

- Remarketing focuses on re-engaging customers who have already interacted with a brand.
- Retargeting takes a more direct approach by delivering personalized ads based on past online behavior.
- Repurposing deals with creating new value from existing content to maximize reach and impact, rather than directly focusing on ads or consumer re-engagement.
- In terms of effectiveness, 'remarketing' and 'retargeting' tend to generate more immediate sales or lead conversions by directly addressing users' interests and behaviour. 'Repurposing', while not necessarily resulting in immediate conversions, builds long-term value and contributes to brand awareness across platforms. All three strategies, when used together, can

create a comprehensive digital marketing approach that balances direct response tactics with long-term engagement.

3. Types of Remarketing Models

1. **Standard Remarketing**: Visitors who have previously visited your website or app when they browse other sites in the Google Display Network, like social media etc.
2. **Dynamic Remarketing**: This is for displaying more personalized ads reflecting the specific products/services they actually viewed on your site. The ads can feature images, prices and product data.
3. **You might target users with search intent**: Remarketing Lists for Search Ads (RLSA), who had visited your site and eventually searched on the same or related terms on Google. Bid adjustments or ad customizations can be performed for these users.
4. **Video Remarketing**: This targeting applies to users who engaged with your videos or YouTube channel by letting you show ads across YouTube and the Google Display Network.
5. **Email Remarketing Based on email**: As per the option, to re-target those who gave a click/engage with your emails but did not have successfully completed any certain activity that you were focusing on
6. **Social Media Remarketing**: It is used to target people who have engaged with your content on the various social media platforms you may be using and implementing ads that appear as they continue usage across those platforms.
7. **Cross-Device Remarketing:** Engages users across devices, so you can continue to connect with them whether they are using a desktop and or mobile/tablet.

4. Objective

1. To understand the concept of Remarketing.
2. To gauge public reaction and acceptance towards remarketing specifically among consumers by analysing them based on qualitative studies to either classify it as a negative or a positive change in the field of modern marketing.
3. To evaluate how Repurposing can be beneficial to an organization by helping to reduce costs and integrate AI to do the same.

5. Research Methodology

This study emphasizes on the consumers experience and views and thus major emphasis is being provided from the qualitative viewpoint.

The primary methods used in this research is receiving consumers answers and feedbacks using In-Depth Interviews and Focus Groups.

The secondary research primarily involves the review of existing literature about Retargeting and Repurposing including internet sources, peer-reviewed papers, books and encyclopaedias. This method allows for a comprehensive understanding of the customer's perspectives, company's ability to perform them and the future prospects of modernisation in the field of marketing.

In order to capture the true essence of human reaction towards these new techniques of marketing and targeting customers, we have conducted and recorded interviews with various age groups to know more in-depth about how the consumer population is educated about remarketing. At the same time, we have also tried to capture what they feel as well as their views on the same.

6. Steps Involved in our Qualitative Methodology

A sample of 21 students of ages ranging from 17-21 were interviewed. The interview consisted a total of 10 main questions, in addition to which, other views of the samples were recorded as well. The questions were aimed at knowing about how the consumers feel about Remarketing, mainly- the effects, the positive sides and the negative sides, examples of a few companies, and how the sampled think this may shape out in the future. The answers of the samples were recorded and hence the following results can be derived on the same.

Remarketing through the Consumers Eye

When our samples were asked to describe Remarketing in their own words, a few common words and phrases were used. Some of these phrases were "Repetitive ads", "Annoying emails" and "festive offers". Even though many had negative views on this topic, a few were leaning towards the idea.

Concern for Data Security and Privacy

Most of our samples felt that their information was being tracked or stored within a website. The main cause of this was because of ads of related products and service started appearing on different apps and websites.

This is especially the case since remarketing and retargeting are techniques that involve following people's activity online, including the things they search or buy and the websites they visit. The repeated emergence of ads corresponding to their browsing history makes people feel that they are being monitored. This is clear from the fact that most people do not understand what digital marketing entails, and this makes them uncomfortable about the amount of information that is collected regarding them. A user may feel that they are violated since their data usage is not transparent, and as soon as the tailored ads appear frequently, it is evidence that they are violated, even if used for marketing.

Most consumers keep their app notifications switch off or send mails to their spam folder to make sure of their safety. Some of websites and apps that are popular for the same are as follows:
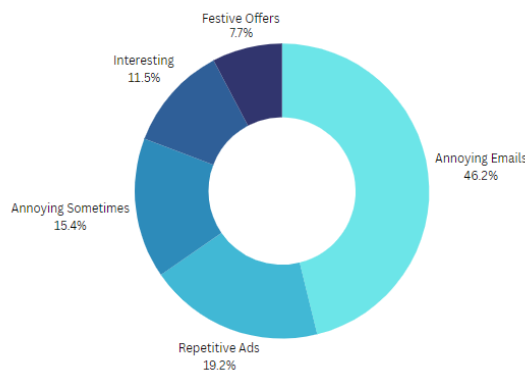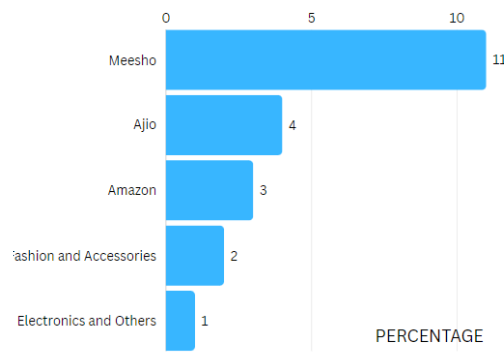
Consumers View and Stand on Remarketing

Even though a large percentage of our samples had negative views towards Remarketing and various of its models, at the same time, many others had a different stand point. Many believed that this would bloom into the future of marketing and personalised online space but at the same time many believe that it would lead to the downfall of digital marketing era. But most believed that remarketing could be used in a much more effective way if consent from users were taken. Consumers should be asked for permission to retarget and remarket to them as this increases consumer trust and the user experience. Thus, it becomes important that when companies ask for consent before tracking the online behaviour it is helpful as it does not take any data from the consumers without their informing them about how the data will be used. This could help one feel less invaded, making him or her more okay with advertisements that are targeted. It also acts to protect companies from legal consequences resulting from privacy violations like GDPR. In this respect, social media could help businesses achieve more positive outcomes from remarketing and retargeting efforts through giving control of the data into the hands of the users. Permission-based marketing ultimately will create long-term customer relationships.
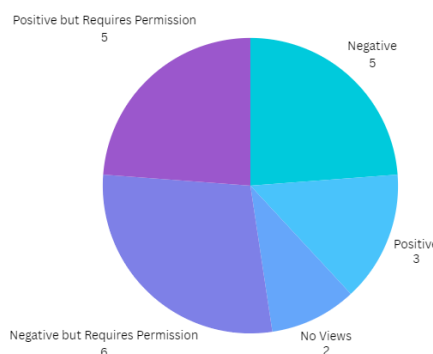
Effects and Effectiveness

Whenever these ads seem to appear on various apps like Instagram or YouTube, viewers tend to ignore or skip these kinds of ads. Most of the time, repetitive appearance of these ads may lead to users blocking off these ads using an ad blocker and may start having negative views towards these companies or brands.

When we asked our samples if they have bought products through these ads, we were able to make a brief conclusion about its effectiveness.

The concept of remarketing is useful for consumers as well as organizations to a greater extent. On the consumer end, it offers them advertisements that are relevant to their preferences thus improving consumers shopping experience. For organizations, it enhances conversion rate by recapturing the attention of target customers who have already shown signs of interest in the organisation's products or services, enhancing brand visibility, and achieving optimum value of marketing dollar.

7. Conclusion

In conclusion, remarketing is a powerful digital marketing strategy that allows businesses to reconnect with potential customers who have already shown interest in their products or services. The main objectives of remarketing are to re-engage potential customers, help increase brand recall, improve conversion rates, and maximize the return on investment for advertising efforts. When used effectively, it ensures that businesses stay top-of-mind for consumers, fostering a higher likelihood of purchase and long-term customer loyalty. However, to succeed, it requires careful planning, precise audience segmentation, and a focus on delivering relevant and engaging content to avoid over-saturation or ad fatigue. Repurposing combined with AI offers a cost effective way for organizations to optimize their resources and stay relevant In this research, we focused on understanding consumers' experiences and opinions through qualitative methods. We gathered feedback using interviews, focus groups, surveys, case studies, and online discussions. We also reviewed existing studies and sources on remarketing. This approach helped us get a clear picture of how consumers feel about modern marketing techniques and how well companies are adopting them. We interviewed people of different ages to learn more about their awareness of remarketing and their views on it. Remarketing, while effective in reminding consumers of products or services, lead to mixed reactions. Many consumers found these ads repetitive and intrusive, especially when they felt their privacy is being compromised. The frequent use of ad blockers and skipping ads indicates that a significant portion of users view this approach negatively. However, despite these concerns, there is potential for remarketing to be more effective if companies prioritize transparency and obtain users' consent. By balancing personalization with respect for privacy, businesses can create more positive and engaging remarketing experiences.

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