

Online Consumer Pulse

1 in 4 Online Buyers Like Behavioral Retargeting Ads

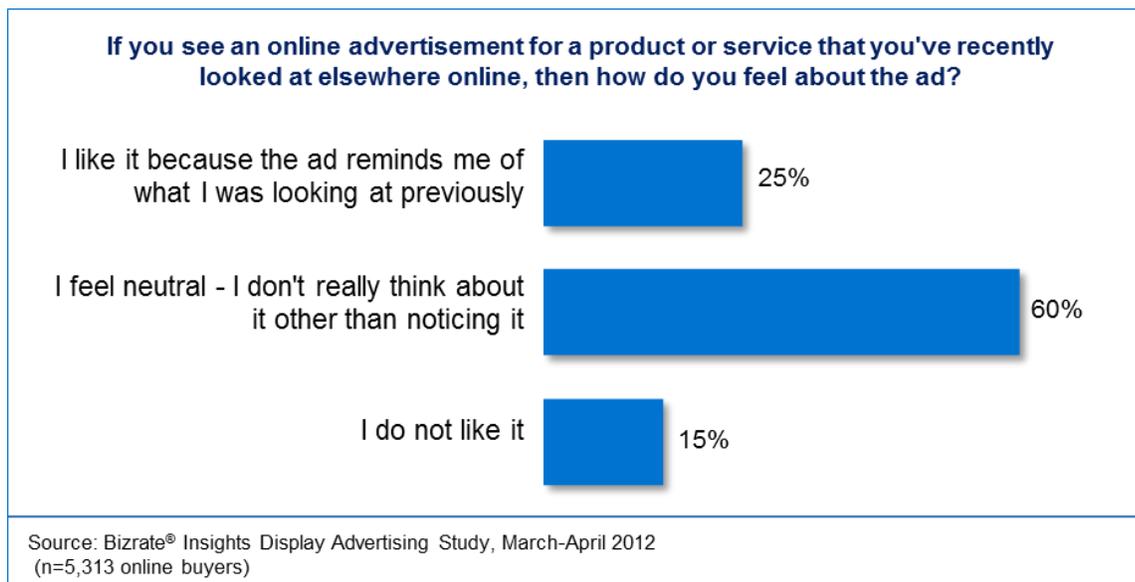
by Hayley Silver

with Eileen Tan and Cory Mitchell

The goal of behavioral retargeting is to recapture potential customers' attentions and encourage them to complete their purchase on an item or category of items they recently viewed, but how do consumers feel about online advertisements and retargeting- is it liked or frowned upon? Bizrate Insights asks in a recent online consumer pulse.

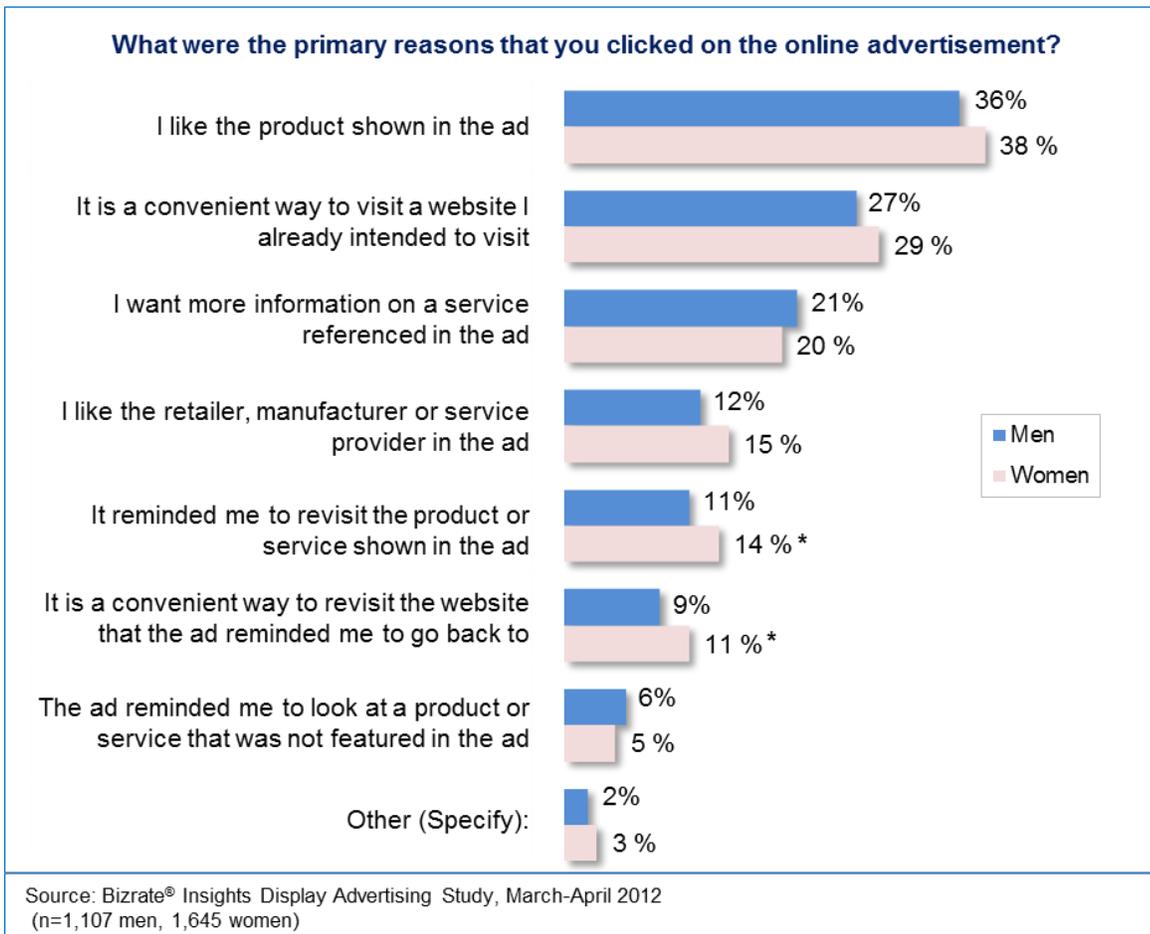
One in Four Online Consumers Appreciate Retargeting Ads

Most online consumers feel neutral or positive towards online advertisements for products or services they recently looked at elsewhere online. 25% "like it because the ad reminds [them] of what [they] were looking at previously."



Showing a compelling and relevant product is the most effective at eliciting a call to action; 37% of online consumers clicked on an online advertisement because they "liked the product shown in the ad." These ads also provide a convenient path to get to a website they intended to visit, with 28% citing that this is the reason that they clicked on an online ad.

Women were slightly more receptive to retargeting ads (26% liked them vs. 23% men) and women are significantly more likely than men to click on ads because it reminds them to revisit the product or the website with the added plus of convenience in getting there.



*Statistically significantly higher at 95% confidence level

About the Study

The 2012 Display Advertising Study was conducted via the Bizrate Insights survey platform and offered to online buyers immediately after purchasing from the Bizrate Insights Network of over 5,000 ecommerce retailers in the US and Canada. Data from this study was collected from 5,343 online buyers from March 29–April 3, 2012.

For over 12 years, Bizrate Insights has helped retailers listen to their customers in a way that is fast and measurable, resulting in insights, action, conversation, and customer loyalty. The Bizrate Insights customer feedback and ratings platform allows retailers to collect seller ratings directly from verified customers. Standard ratings are published across the leading comparison shopping site, [Bizrate.com](http://bizrate.com), and syndicated across the web’s largest search engines to help drive conversion and traffic. Collecting over 16 million surveys annually, Bizrate Insights is one of the largest sources of consumer-generated review content in the world, delivering actionable insights and valuable shopper data to key decision makers in e-commerce.

Visit <http://bizrateinsights.com> to learn more about our FREE and paid buyer and non-buyer survey and reporting products.

For more information, please contact:

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