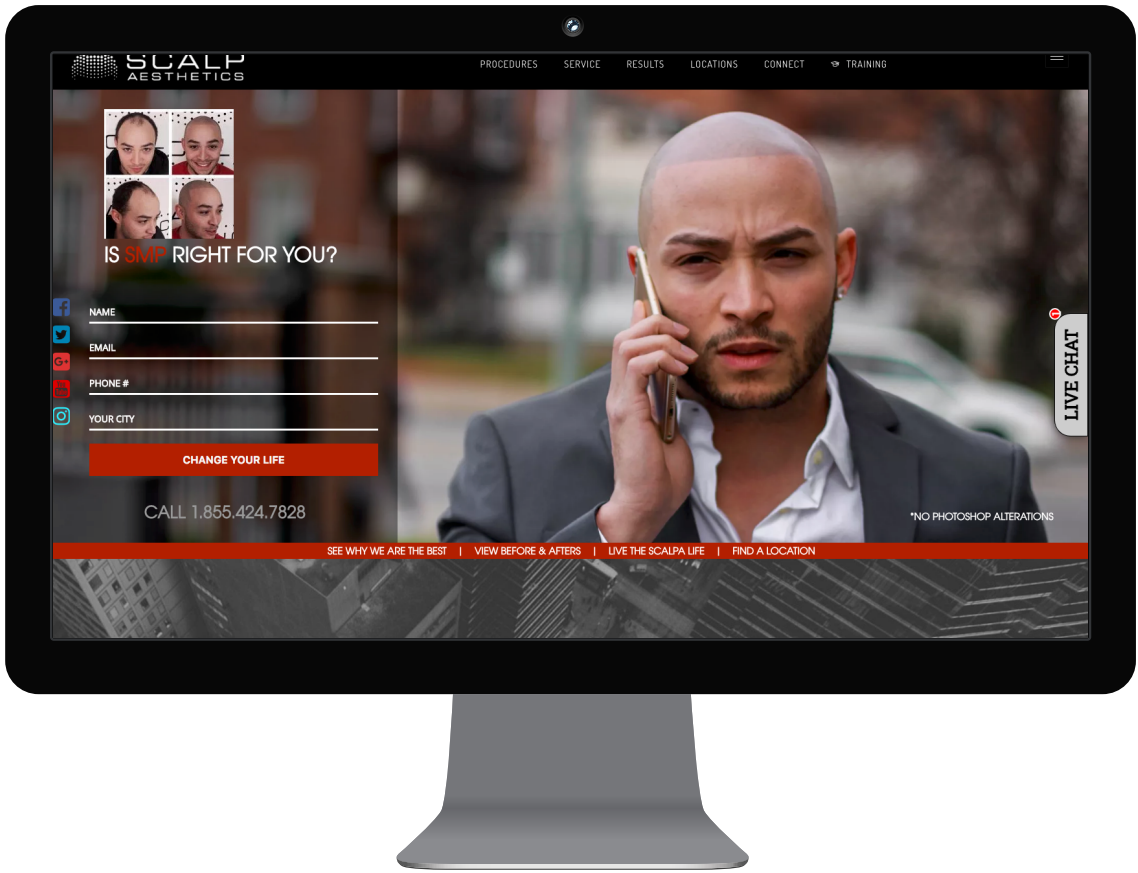
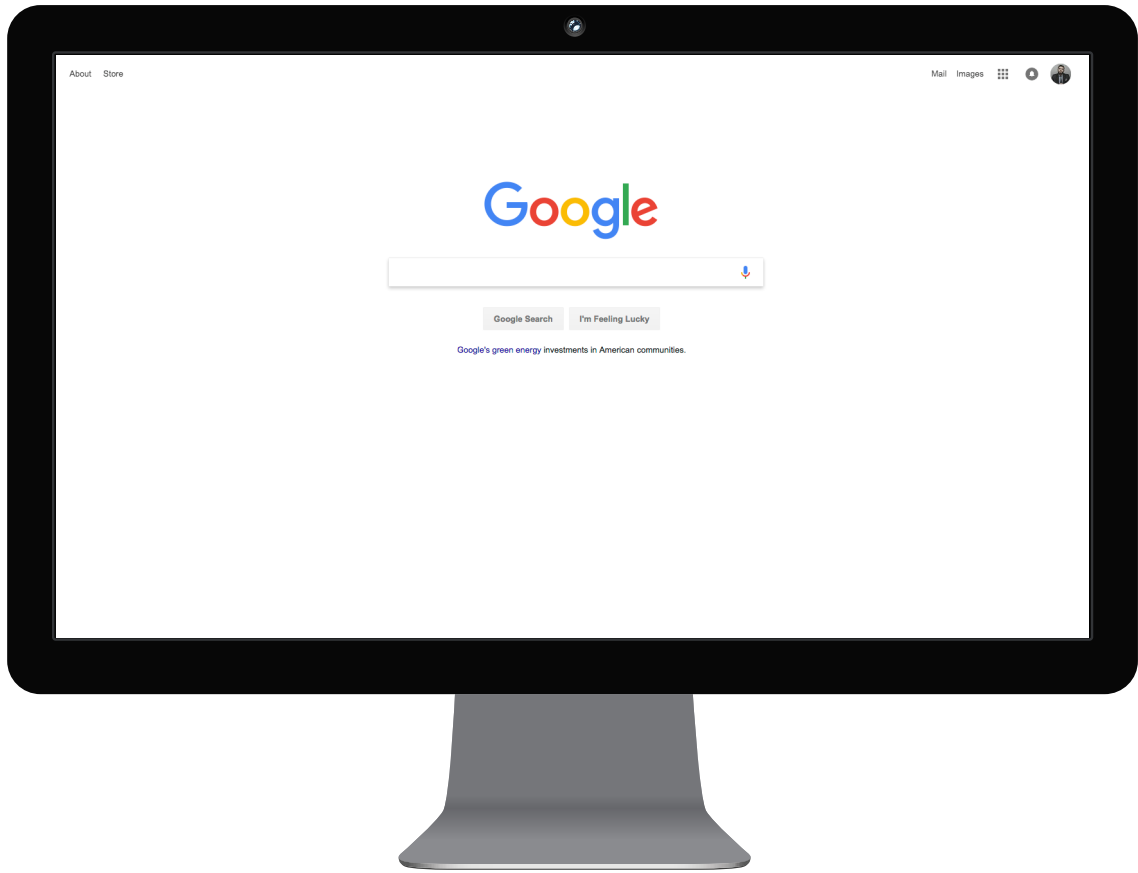


What is it?

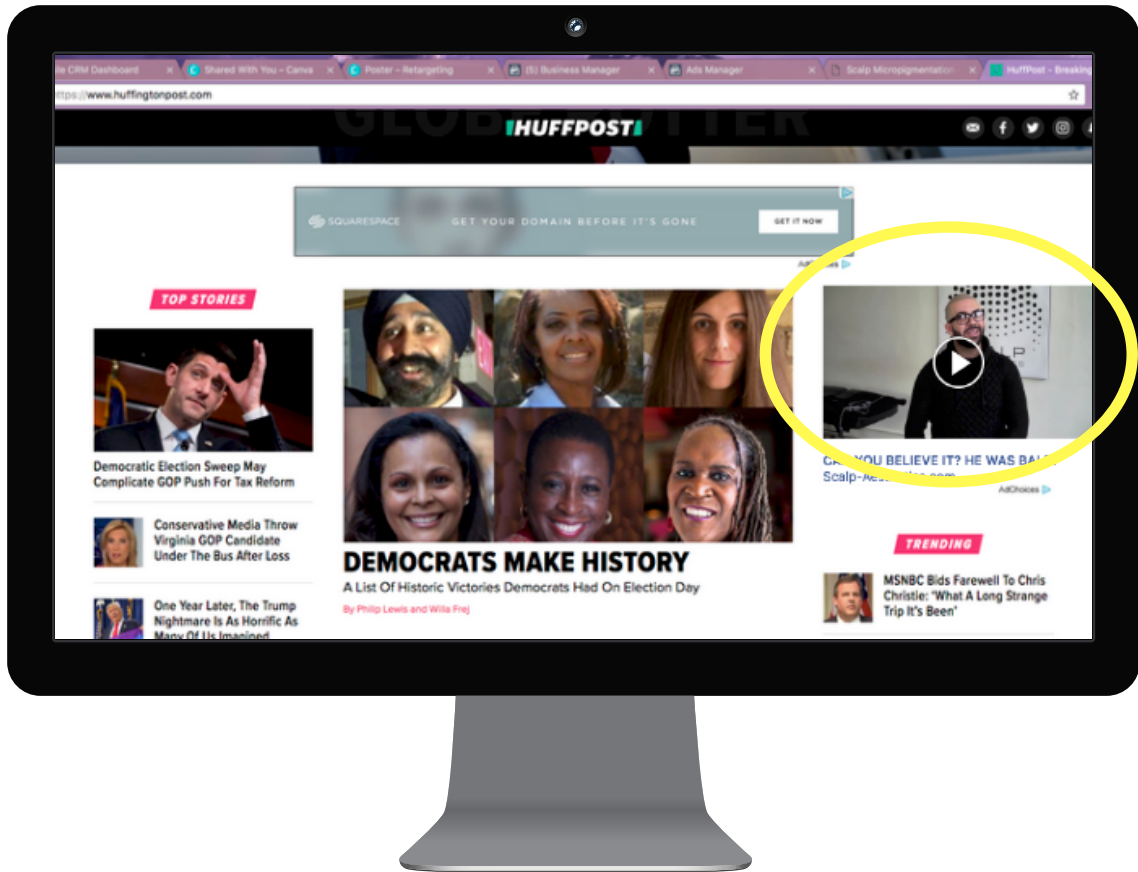
Retargeting is a way to re-display your ads to any site visitor. When a user first comes to your website, their IP address is tracked. When they leave your site and then browse elsewhere, your specific ads are served to them on Facebook and third-party networks. This will give your brand top-of-mind exposure and will help bring the user back to your website to view and engage with your content. Our unique approach is to deliver engaging content, not invasive content.



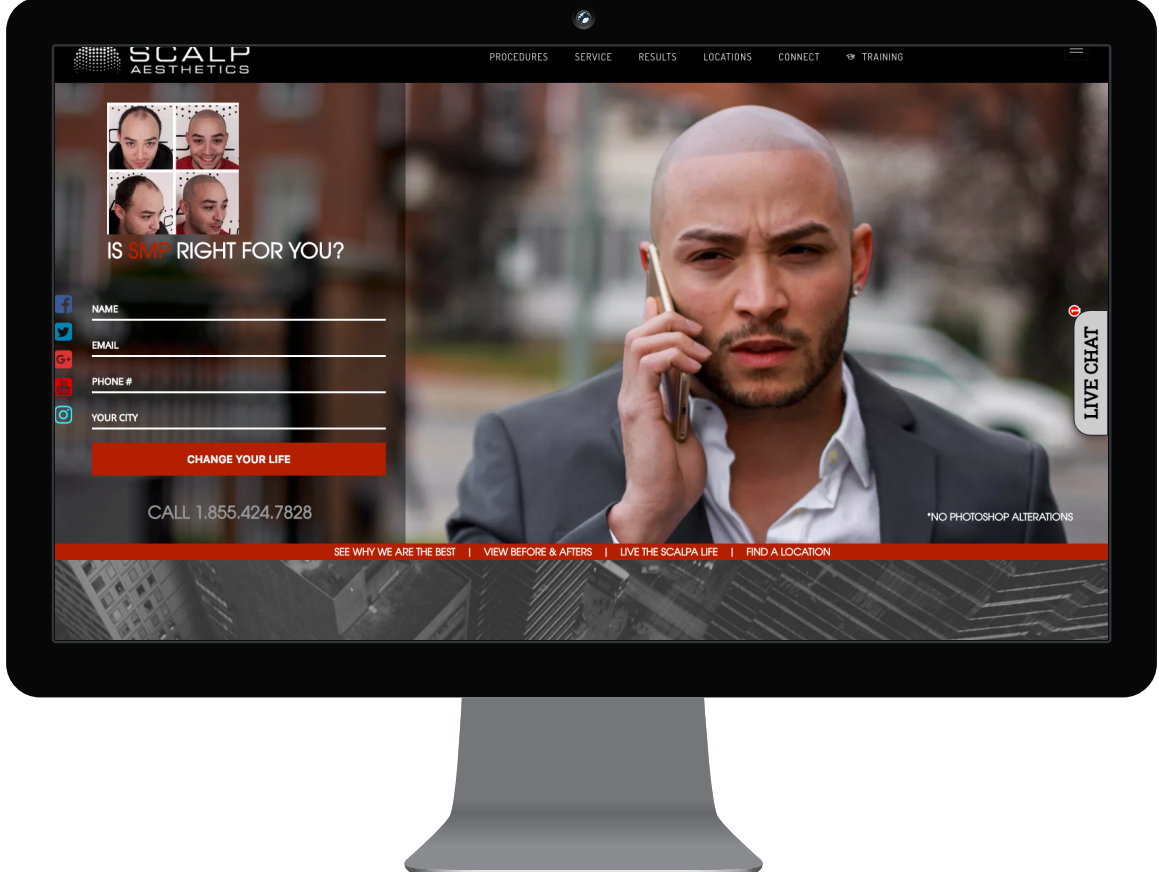
1 Potential customer visits your website.



2 Leaves your site and continues to browse on other sites.

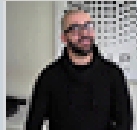


3 IP Address tracking delivers your ad to recapture interest.



4 User returns to and engages with your website.

Results

Ad Name	Results i	Reach i	Impressions i	Relevance Score i
 Fabrizio Video - Traffic	779 Link Clicks	3,542	20,027	8