



HEY!

THANK YOU FOR
DOWNLOADING OUR GUIDE
ON RETARGETING!

WE ARE ALSO HAPPY TO HELP YOU IN OTHER AREAS!
WE KNOW OUR WAY AROUND HERE:

- SEO & content marketing
- Ads in Google, Bing, Facebook, Instagram, Pinterest, LinkedIn, TikTok & YouTube
- Websites & online applications
- Graphic- & corporate design
- Motion design & television advertising

ARE YOU INTERESTED? THEN TAKE A LOOK AT OUR
WEBSITE AND FIND OUT MORE:

[VISIT THE WEBSITE](#)

What are the pros and cons of retargeting?

Advantages



Cost Savings
Through Targeted Control



**Higher click-through
and conversion rates**



**Strengthening
Brand Awareness and
Customer Loyalty**

Disadvantages



Privacy Concerns:
Many users perceive
retargeting ads as “stalking”



Legal Requirements:
In the EU, opt-ins are
required under the GDPR
and the ePrivacy Directive



Technical limitations:
Ad blockers and browsers
severely limit retargeting.