



Audience Retargeting

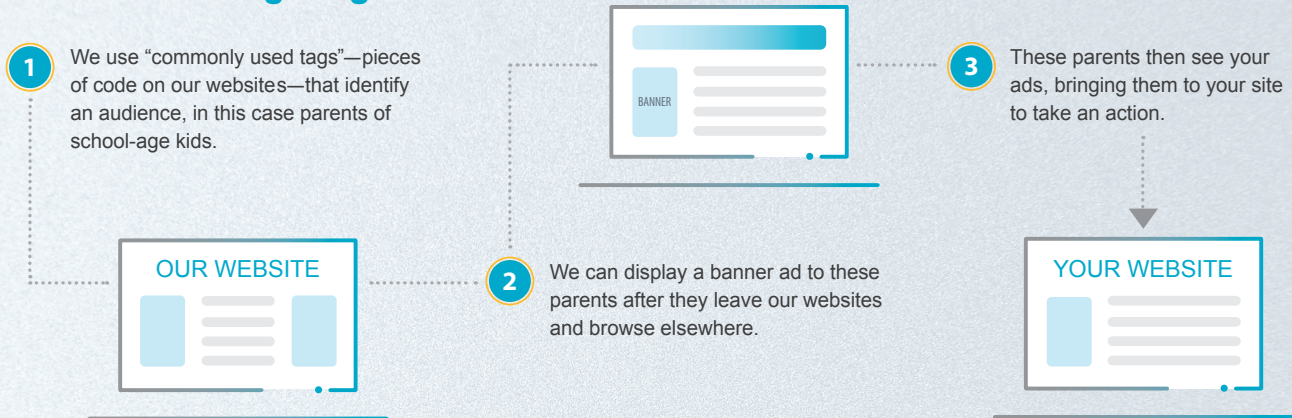
Connecting your brand with parents of school-age kids



What is retargeting?

Retargeting is a form of online advertising that keeps your brand in front of the audience you want—parents of school-age kids—after they leave our websites. By displaying ads for your brand as these parents visit other websites, retargeting is an incredibly effective way to keep your brand top of mind.

How does retargeting work?



Why is retargeting important?

- ✓ **It gets you closer to your target audience.**
Lots of parents of school-age kids visit our sites—and they’re all potential customers for you. Getting in front of them with the right ad is a smart way to engage with them.
- ✓ **It’s cost-effective.**
Retargeting is a profitable marketing channel because it’s highly targeted—getting the right ads in front of the right people at the right time.
- ✓ **It builds brand awareness.**
When parents see your ad, it positions your brand as popular and keeps it top of mind so they remember it more easily.

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