

## How to return potential buyers to your site

Most visitors are likely not yet ready to make a purchase on your web-store? How to fix this problem and draw back the visitors? How to create a retargeting campaign that will provide your audience with the right advertisement at the right time?

Marketers are actively employing the **retargeting advertising campaigns**. According to AdRoll research, over the past year, more than 80% of marketing professionals have launched retargeting campaigns. And that is not surprising. No one likes when a potential buyer visits the site, looks through a couple of pages and then simply leaves.

The only problem for potential buyers is that there is nothing more annoying than overly intrusive retargeting that pops up at the wrong time.

Most of the visitors went to your site because they were interested in the offer. There are great chances that most of them are your potential buyers, they simply are not yet ready to make a purchase. But, with the right approach to retargeting, you can prepare potential customers for the purchase and ensure that once they are ripe, the choice will fall on you.

## Reasons why visitors don't become buyers

### 1. The user's feeling of concern

Often a potential buyer is not converted because he is worried about something. It may seem to them that although the price is fair, it is still higher than they can afford. Perhaps, they worry about some personal information and are not completely sure that the result of the conversion will be worthwhile of sharing such information. Perhaps, it seems to them that the registration process would take too long.

If a large number of your potential buyers is not in a hurry to convert due to anxiety, then the proper retargeting campaign can fix it.

### 2. The user thinks that they will find a more advantageous offer

Suppose, the user is ready to buy but thinks that they can find the goods at a more favorable price. In this case, the advertiser needs to compete with all the other offers on the internet, unless the product is completely unique. Since comparing prices on the network is fairly simple, most users will start looking for a similar product at the best price.

If the price is a key factor for potential buyers, push them towards a discounted purchase by adding urgency ("the offer is valid only until August 30") or exclusivity

("15% discount for subscribers of the group"). This strategy can motivate users to act.

### 3. The user has several needs

Sometimes, visitors do not make a purchase because they need several products. For example, a user may need not only a phone, but also a case for it, or they need to change the engine oil in the car and with it check the brakes, pump tires, replace the light bulbs, etc.

And even if they are satisfied with your offer, users will still be able to compare prices before making a decision in a favor of purchasing a product. Such problem can be solved, especially if the goods/services you provide are necessary by nature.

In order to really benefit from the **retargeting advertising campaigns**, you can not just try to impose the same message over and over in the hope that the next time it will work just fine.

Effective retargeting is much more than just a repetition of an offer to a potential buyer.

To turn the website visitors into buyers, you need to understand their needs and create retargeting campaigns that will guide the visitor through your sales cycle. It requires reflection, creativity, and patience, but the result is worth it.