



Smart Retargeting

Win back lost customers

Pete visits RadShirts.com.



Pete shares a totally rad shirt.



Pete sees ads for RadShirts.com on his favorite sites.



How It Works

Social Retargeting is like standard retargeting -- ads are shown to people that visit your store but do not make a purchase -- but even more powerful because we are able to segment visitors with social actions and bid accordingly.

For example, in the graphic above, Pete is a customer shopping on RadShirts.com. When he shares a shirt, our algorithm recognizes that as a signal of intent, and RadShirts.com increases their bid to display ads to Pete.

The Results

Customers using Social Retargeting see an average ROI of 426% (for every \$1 spent, \$4.26 in revenue is generated).

How to Get Started

Create an AddShoppers account and start getting back customers that are most likely to purchase.

[Create free account](#)

\$1.43 CPA

\$3.95 CPM

44.46x Return on Ad Spend

Recommended Pricing Tiers

| Vistors/mo. | Budget/mo. |
|-------------|------------------|
| 500-10k | \$49-\$299 |
| 10k-25k | \$299-\$749 |
| 25k-50k | \$749-\$1,499 |
| 50k-100k | \$1,499-\$2,999 |
| 100k-500k | \$2,999-\$15,000 |

Auto Optimization

Social Retargeting will display ads across our display network to people who leave your site without placing an order. We'll automatically optimize budget towards people who show stronger intent through social actions, ensuring a high ROI campaign.