

The AdRoll logo features the word "AdRoll" in a bold, sans-serif font. The "Ad" is in a light blue color, and "Roll" is in black. The "l" in "Roll" has a unique, rounded, hook-like shape at its base.

The Global Leader in Retargeting

HOW TO TAKE YOUR RETARGETING TO THE NEXT LEVEL

Advanced strategies from the industry experts

JULY 2014

Executive summary

By delivering personalized, customized advertising to predefined audience segments in just the right way at just the right time, retargeting gives marketers the best possible return on every dollar invested. In fact, the link between retargeting and sales is so clear that many companies categorize retargeting along with search marketing as a cost of goods sold (COGS) on income statements, instead of as a marketing expenditure.¹

Retargeting translates first-party customer data about website visitor behavior into highly relevant, targeted advertising campaigns. In addition to the instant benefit of more targeted ad campaigns, this can give savvy marketers tremendous insight into the interests and intent of their customers.

We investigated the practices of industry leaders and AdRoll customers for the best strategies and tactics to take retargeting to the next level. It turns out, there are lots of ways to maximize the reach and performance of your retargeting campaigns. Read this guide to identify potential areas for improvement in your retargeting program, and take advantage of these tactics.

Here are some highlights from this guide:

- ▶ 62% of AdRoll customers report retargeting performance the same as or better than search campaign performance.²
- ▶ Retargeting can deliver 29x lift in conversions over behavioral targeting.³
- ▶ Optimization strategies like geo-targeting can increase ROI by up to 3.9x.⁴
- ▶ With only 8.1% overlap between web and social impressions, advertisers need to run cross-platform campaigns to maximize reach.⁵
- ▶ Advertisers see 229% more conversions with cross-platform, cross-device retargeting than on desktop alone.⁶
- ▶ Personalized dynamic ads, like AdRoll's LiquidAds, have demonstrated up to 44% lift in ROI over static retargeting.⁷

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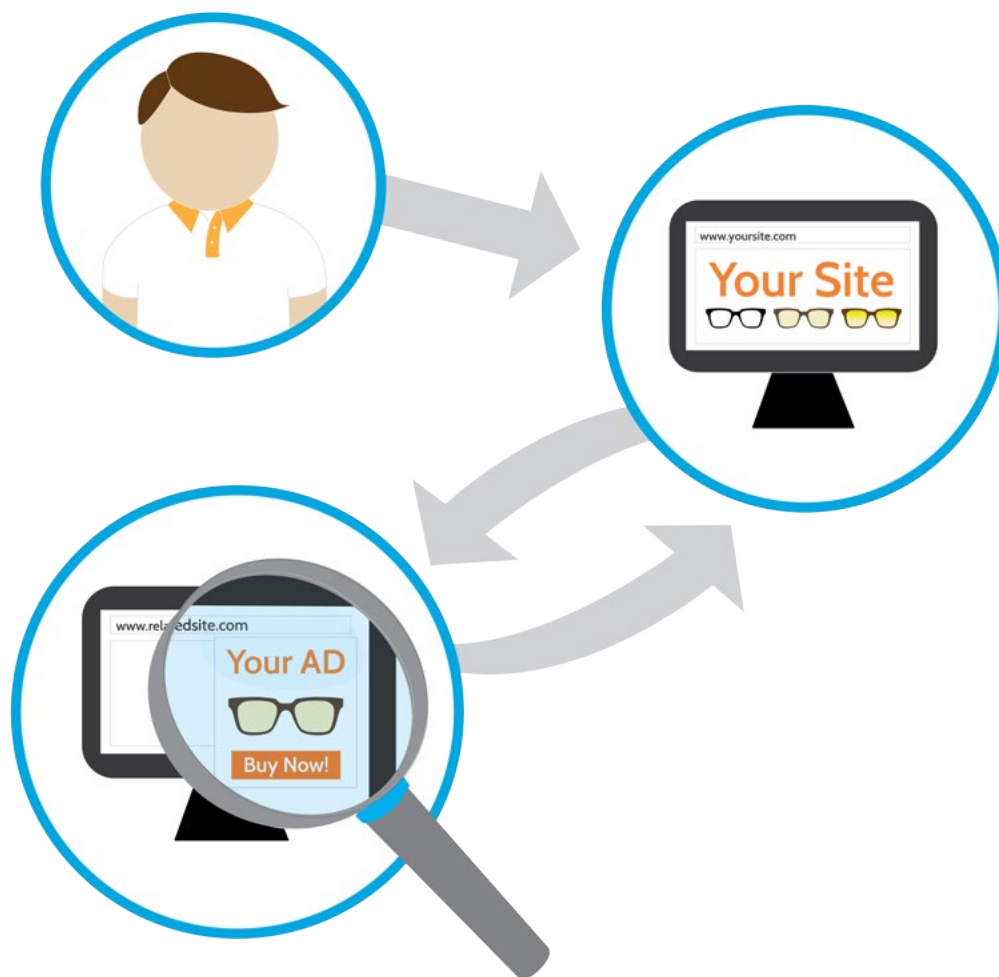
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RETARGETING
REFRESHER
COURSE



What is Retargeting?

Retargeting lets you selectively advertise to consumers who have already visited your site with a message that's tailored to the type of interest they've shown, keeping your brand top of mind and bringing the right customers back to your site for critical repeat visits that add up to a purchase. 76% of marketers plan to increase their retargeting budget in 2014², bringing it in line with search engine marketing and email marketing as a must-have tactic for reaching and converting potential customers.

How retargeting works

By adding a snippet of code called a "pixel" to your website HTML, you can collect nonpersonal data about user behavior: things like which pages a user visited on the site, the date and time they stopped by, and their approximate geographic location based on IP address.

The way a user interacts with the site speaks volumes about their interests and shopping habits. We call this "intent data," and it lets you target highly relevant ads to your customers wherever they go online. Intent-based retargeting is so effective that 62% of marketers compare retargeting favorably to search, and 89% say that retargeting performs the same as or better than other display campaigns.²

The types of retargeting

An average consumer switches between browsers, platforms, and devices several times a day. Marketers who take a cross-platform approach to retargeting will find far more success than those who only pursue a single audience.



Web retargeting

Traditional web retargeting refers to targeted display ads bought on ad exchanges and served on news sites, blogs, and other locations online. The combination of tailored messaging and targeted ad placement helps keep the brand top of mind, improve engagement, and bring customers back to complete a transaction (or start a new one). Web retargeting is far more effective than any other strategy for placing display ads, and has been proven to provide 29x lift in conversions over campaigns based on general behavioral models.³

Web retargeting works well for e-commerce, tech B2B, media and entertainment, travel—any brand interested in engaging current or prospective customers online. It's a strong foundation for any retargeting program: in a recent AdRoll survey, 95% of marketers reported using web retargeting.²



Retargeting on Facebook and Twitter

80% of consumers look to friends and family for product recommendations—and for many, paid ads in popular social platforms serve the same function.⁸ Not only does retargeting on social give you access to some of the largest audiences online (1.23 billion monthly active users on Facebook⁹, 241 million on Twitter¹⁰), it also lets you take advantage of native social tools, such as share, like, and comment. By adding retargeting on social, AdRoll's advertisers have seen up to 21x boost in click-through rates¹¹, engagement increased by as much as 170%, and up to 74% reduction in customer acquisition costs¹²

Since only 8.1% of potential customers will see both the site retargeting campaign and the social campaign⁵, adding Facebook and Twitter to your retargeting program can expand your reach significantly.



Mobile retargeting

Consumers today are more likely than ever to browse and buy everything from shoes to software on a mobile device. This year there will be more than 2 billion smartphones around the world, more than 10% of web traffic will come from tablets¹³, and over \$57 billion in sales will be purchased directly through mobile devices.¹⁴ With mobile retargeting, advertisers can retarget desktop site visitors as they're browsing Facebook and Twitter on their mobile devices, or retarget mobile site visitors directly as they browse other mobile sites.

Mobile retargeting can be a very useful channel for any brand with a mobile-optimized site or mobile app. It's especially popular with mobile app developers who can drive downloads by retargeting desktop audiences with mobile app install ads that direct users to the iTunes App Store and Google Play.

The background features a pattern of blue hexagons and lines of varying sizes and opacities, creating a modern, geometric aesthetic. The text is centered in a light green, all-caps, sans-serif font.

EXPERT
RETARGETING
TIPS, TACTICS,
AND STRATEGIES

Optimization tactics that work

You keep your retargeting programs on track by measuring campaign metrics: CPA, CPC, ROI, and more. Hit those campaign goals with these optimization tactics.

Customized messaging and creative

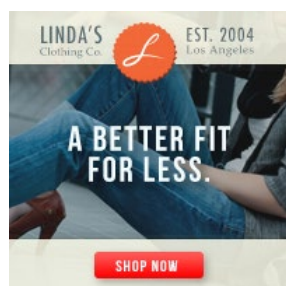
Effective ad campaigns count on great creative. That's why you invest so much time into getting your imagery and messaging just right. But be careful: ad creative that runs for too long can lead to "banner fatigue." After several months of seeing the same ads on the same sites, potential customers might get so used to your ads that the ads become all but invisible.

Fortunately, you can easily avoid banner fatigue by refreshing the design and messaging of your ads on a regular basis. Most successful advertisers rotate their ad creative every few weeks, giving potential customers something new to look at and a new reason to interact with the brand. Try A/B testing calls to action and color variations, or running eye-catching and relevant seasonal campaigns or time-sensitive promotions.

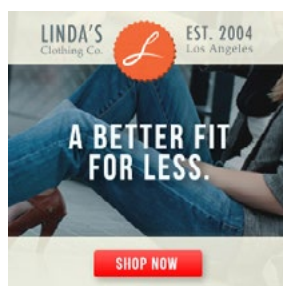
In general, we have found that simple ads with bold designs and clear messaging perform the best. Stick to a single message, feature your product or brand prominently in the visuals, and provide an explicit, direct call to action like "Try it now," "Learn more," or "Get your discount today!" (For more best practices, including specs for Facebook ads and more, visit <http://support.adroll.com/creative-best-practices/>.)

You can also extend the life of your creative by experimenting with additional ad sizes. On web campaigns, the three most popular ad sizes are 300x250, 728x90, and 160x600 (referred to as medium rectangle, leaderboard, and skyscraper, respectively). The vast majority of websites use at least two, if not all three, of these ad sizes, so we recommend that you're prepared to deploy all three before you hit play on your campaign. It will help with brand awareness and will mitigate banner fatigue.

Though these are the most popular options, there is inventory available in a range of different sizes. Ads in other supported dimensions may not serve as often, but they will extend your reach and potentially create impact in spaces where the bidding is less competitive.



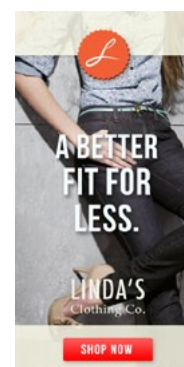
200x200



250x250



336x280



300x600



468x60

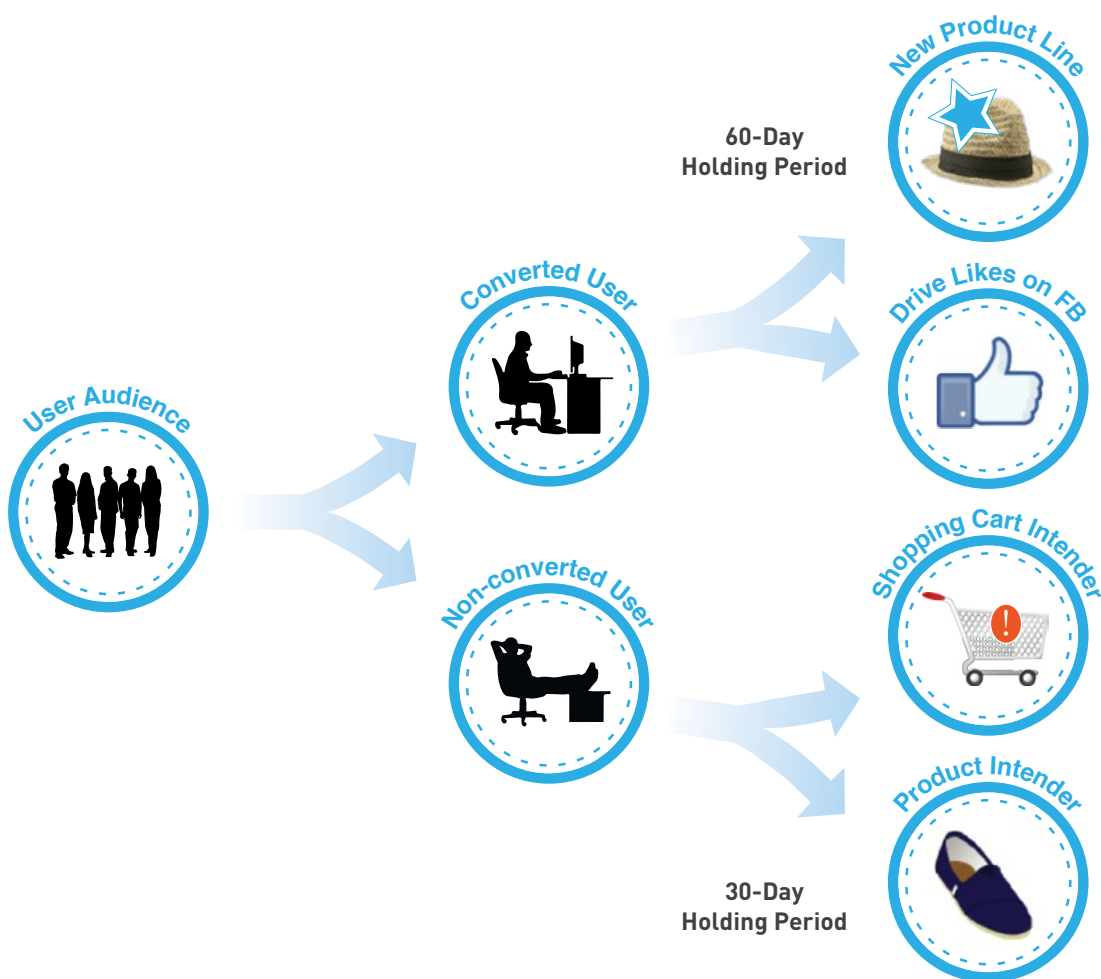
consider all your ad sizes

Time cohorts and cadence modification

Repeated views of an ad can build brand awareness and keep your products top of mind. But if someone sees the same ad too often, that ad may lose its impact—or, even worse, the viewer might come away with a negative impression of your brand. Setting caps for how often you show ads to the same visitor is a simple way to limit overexposure, maximize the effect of ad impressions, and protect your brand image. We generally recommend a cap of no more than 10 impressions per customer per day, but the ideal frequency will depend on your campaign.

Consider what your customers want to accomplish in a given window of time, then assign “time cohorts” based on how recently they’ve visited your site. You might want to serve product-specific messaging to people who have visited a product page within the past week. After that, you might want to remind them of your site with a high-level branding message, so you would target a time cohort who had visited your site within the past two weeks, excluding anyone still in the first seven-day cohort. By targeting time cohorts, you can control the messaging and how often you serve those messages to your customers.

A more technically sophisticated way to accomplish the same goal is through cadence modification. Over time, you automatically bid less to show an ad to a specific time cohort. As the cohorts become less likely to convert, you’ll win fewer impressions, and the ones you do win come at a much lower CPM.



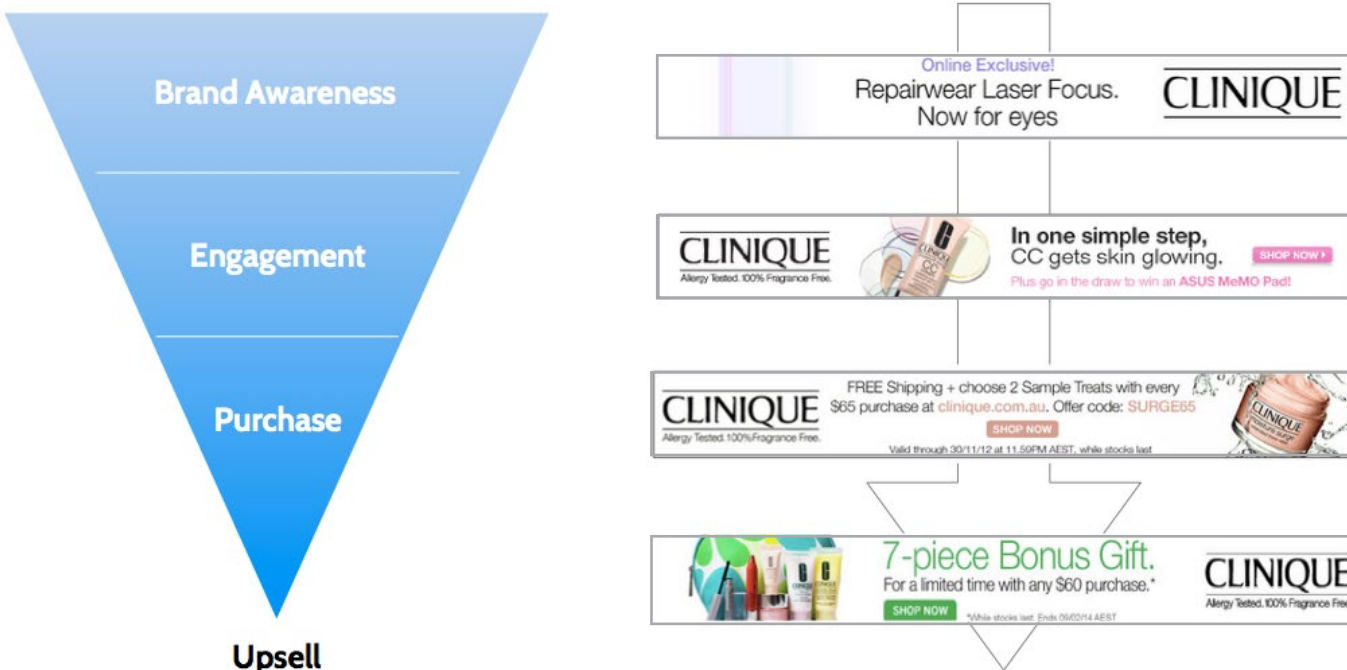
Segmenting visitors based on behavior

There are some pages on your site—the Thank You page, specific product pages, content download forms—that give you a lot of obvious information about the visitor’s interests and intent. But not every visitor will be leaving you with such a clear indication of what they want from your site.

Advanced segmentation lets you structure retargeting campaigns around subtle intent signals, like how many products someone previewed in a single visit or how long they spent on your site. At AdRoll, we track over 300 different types of intent signals, including number and type of products viewed, referral source, last time they saw an ad, and likelihood to convert.

You can map customer intent signals like these directly to the stages of the customer lifecycle (awareness, consideration, purchase, retention) to build target audience segments. For example, any visitor who makes it to the site is demonstrating awareness of your brand. Starting to fill out a form indicates consideration. Adding a product to the shopping cart shows intent to purchase. And a previous purchase establishes openness to cross-selling or future purchases, and a higher likelihood of retention.

“With general retargeting, we already saw 1.5x better ROI than regular display marketing,” says Tytana Yap, online marketing manager at Vistaprint. To guarantee high performance, Vistaprint segmented prospective customers by last visit (1–3, 3–14, or 14–30 days prior) and number of products viewed (three, six, or nine), then offered escalating messaging with promotions customized to the visitor’s level of interest. “By creating a segmented retargeting campaign,” reports Yap, “efficiency increased twofold.”¹⁵



Customized landing pages

Once a potential customer clicks an ad, what will they see? Landing pages should be relevant to the message in the ad they just clicked. If the ad features a promotion, position that promotion prominently on the landing page. If you're driving traffic to a whitepaper, the ad should take the customer to a download form.

Monitoring traffic and conversions on your campaign landing pages is an excellent way to optimize your retargeting campaigns. Try testing different landing pages from the same ad creative—for example, a cart page vs. a category page—to see which has the highest conversion rate. You can then use intent signals from the more recent visit to move the visitor into a new segment, and serve ads designed to move them through the sales cycle. Based on that information, you can make sure that you build a start-to-finish retargeting campaign that converts the greatest number of customers every step of the way.

And don't forget the creative elements of the campaign: try to maintain a consistent look and feel across the ad, the landing page, and the rest of your site. This can include anything from brand colors and logos to imagery, messaging, and positioning.

“AdRoll has been imperative to how we segment and target each region with localized messages in 11 different languages.”

—Sean Zinsmeister, Senior Marketing Manager, Nitro

Geo-targeting local (and global) markets

Strategic geo-targeting can be a great solution for small businesses looking to drum up local clientele, or for large national or international companies running special promotions for limited locations. Even online-only companies may have certain geographic markets that consistently outperform others. By focusing your spend in areas where you already have a higher concentration of high-value customers, you can increase conversion rates while simultaneously saving money in markets that have historically shown lower-value conversions.

For global companies serving customers around the world, geo-targeting can support an internationalization strategy. “We translate our marketing messages into 11 different languages,” says Sean Zinsmeister, senior marketing manager at the digital document service Nitro. “AdRoll has been imperative to how we segment and target each region with localized versions of these messages.” By geo-targeting ads in different languages to their global customer base into their retargeting strategy, NitroPDF increased ROI 3.9x.⁴

Geo-targeting is excellent for reaching certain goals, but it's worth noting that it can restrict spend and impressions. As with any segmentation strategy, you should aim for a geo-targeted segment that will reach at least 1,000 site visitors.

What haven't I tried?

Now that you've optimized your campaigns, it's time to see what else retargeting can do for your brand. Here are a few options that you might not have considered.

Loyalty campaigns

You value your loyal customers. Why not reward them with special incentives like free shipping, promo codes, and early sales announcements? Loyalty segments are among the highest-performing campaigns we see at AdRoll: one large consumer electronics brand running a loyalty campaign in early 2014 saw conversion rates up to 85% higher than other, concurrently running campaigns.¹⁶

The video promotional platform Virool ran loyalty campaigns to make sure that all their customers remained engaged with the product: "For advertisers spending with us, we would offer promotions for their next video and thank them for their business. We increased spend with our existing clients, and they kept us at top of mind when they wanted to promote another video or were asked to recommend a video distribution platform. AdRoll has been a key driver in helping us grow from 3,000 to 300,000 clients in the past few months," explains CEO and co-founder Alexander Debelov.¹⁷

Loyalty campaigns that target past purchasers with new product launches, cross-sell recommendations, and exclusive insider news are an easy way to increase revenue with your most receptive and high-value prospects.

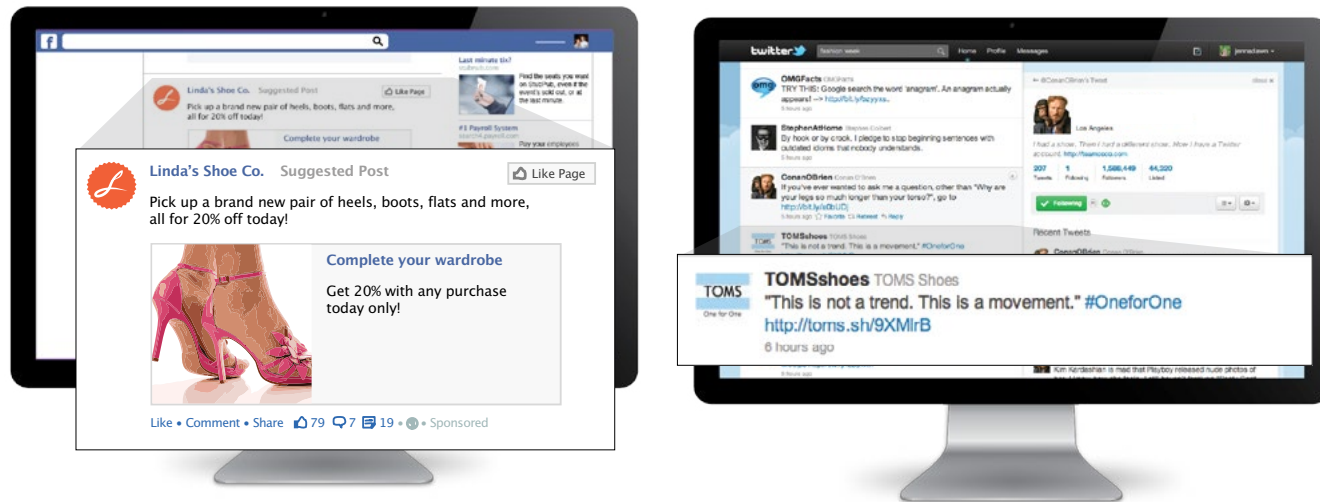
Pairing your CRM with retargeting

Not every potential customer visits your website regularly—or even at all. So how can you keep them engaged over time? CRM (customer relationship management) retargeting lets you match your CRM email lists to online audiences for retargeting campaigns based on offline purchase behavior, event attendance, customer lifetime value, or any other CRM-based attribute.

Adding CRM to your retargeting strategy will help you re-engage an already receptive audience, and keep your retargeting on track throughout the customer lifecycle. Retail companies can use CRM retargeting to run friends-and-family promotions. B2B tech companies might use it to promote new products or drive engagement with users who have already signed up for a free trial. And nonprofits like schools or government agencies can use CRM retargeting to support communication with volunteers, donors, or students. One popular country star targeted his CRM database to let fans know about upcoming events, and drove 260 thousand impressions in just four weeks.¹⁸



example loyalty campaigns



“AdRoll performs with the highest ROI compared to any other advertising platform that we’ve used before and I can’t recommend it enough.”

—Matt Thier, Co-Founder, Betabrand

Retargeting on Facebook and Twitter

Whether you’re talking about desktop or mobile, Facebook and Twitter have some of the largest and most engaged audiences online. Those audiences are essential to maximizing the reach of your retargeting campaigns; even if you’re running the same campaign on both the web and Facebook, the odds of any one site visitor seeing it on both platforms are less than 1 in 10.⁵

Retargeting on social is especially exciting because native formats like Twitter’s Promoted Tweets and Facebook’s News Feed ads make ad units just as engaging as regular social posts. Since customers can like, share, retweet, and comment on the content, advertisers can run innovative ad campaigns and contests that encourage organic reach.

Betabrand, a San Francisco-based clothing designer and retailer, used Facebook for community building. Their “Model Citizen” campaign featured real-life customers wearing signature pieces like their smoking jackets or limited-edition panther suits. The customer models promoted photos to their friends, who were then targeted with ads encouraging them to join the program. In a way, the campaign drove itself. “I’m spending less of my time in the hands-on muck of dealing with campaigns,” says Matt Thier, co-founder and director of e-commerce. “Instead, I have more time to focus on initiatives that will drive additional value for me and the company. It gives me more bandwidth.”¹⁹

Mobile and cross-device retargeting

Despite the fact that consumers are now more likely to browse the web from a mobile device than a desktop²⁰, 42% of marketers are still in the earliest stages of building their mobile strategy.²¹ While you're ramping up mobile marketing, retargeting lets you spend those early, exploratory mobile dollars on the people most likely to convert: visitors to your site.

Whatever your business goals on mobile—from increasing mobile site traffic to driving app installs—you can meet them with retargeting. Simple mobile retargeting operates much like traditional web retargeting, but in the mobile browser: as a user on a single device moves from your mobile site to other sites around the mobile web, you can target them with relevant display ads or app-install ads. If your mobile-optimized site is attracting a lot of traffic, retargeting those customers can be a great way to drive revenue.

Retargeting on social apps can help build a bridge between web and mobile for the increasing population of multi-device consumers; after all, 28% of all time spent on mobile comes from social and messaging applications.²² Recent advances like Twitter's tailored audiences and Facebook's Website Custom Audiences give advertisers the additional option of translating browser behavior (both mobile and desktop) to relevant ads placed in high-traffic social mobile applications, driving mobile site visits and app installs.

Advertisers on AdRoll see 229% more conversions from cross-platform retargeting than they see with retargeting on desktop alone.⁶



Dynamic and engaging personalized ads

The more relevant an ad is to a particular visitor's interests, the more likely they are to notice it, click it, and come to your site. A dynamic ad solution, like AdRoll's LiquidAds, turns your entire product catalog into personalized, on-brand ads, without expensive design and technology resources. With very little extra effort, advertisers can see up to 44% lift in ROI over static retargeting.⁷

Dynamic ads take a visually appealing ad template, then pull from your product feed to display images, messaging, and product details specially personalized for the individual viewer. You can even tailor the ad experience further with customizable animation and other interactive effects.

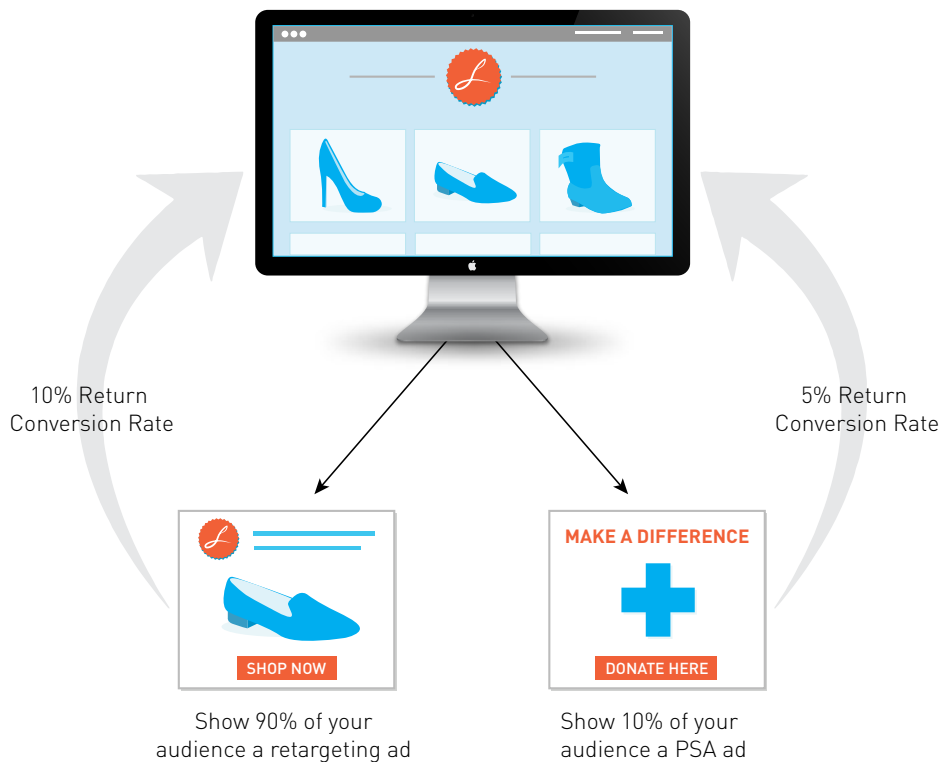
While one of the most popular applications of dynamic ads is reminding customers of products they've already looked at (or placed in a cart without purchasing), that's not your only option. Consider everything you can add to the product feed:

- ▶ Previously viewed products
- ▶ Product recommendations based on browsing history
- ▶ Most frequently viewed products on the site
- ▶ Manually entered product recommendations
- ▶ Products randomly selected from your catalog

When Clinique wanted to provide their online shoppers with personalized online experiences, they turned to dynamic ads. Clinique's Australian corporate e-commerce manager, Katherine Mamontoff, explains, "At Clinique, we're always looking for new ways to connect with our customers. LiquidAds lets us change our ads dynamically, depending on the products the customer has visited. It's allowed us to create custom ads at scale, and it's succeeding. With this campaign alone, we're seeing a strong 14x return on average spend."²³



example dynamic ads



How do I track this?

Insight and attribution are valuable not just to the marketing department, but to your entire organization. Whatever metrics you track internally, these tactics can help you measure the success of your retargeting campaigns.

A/B testing incremental lift

Even without retargeting, a certain number of visitors would find their way back to your site organically. The difference between this organic traffic and the traffic generated by retargeting is called “incremental lift,” and it can tell you a lot about your retargeting performance. Measure lift, then refine your campaigns to be even more successful.

To run an incrementality test, assign a random 10% of traffic to a control group that will be isolated from your retargeting campaign for the duration of the test. Instead of seeing your retargeted ads, this control group will see non-branded impressions, like public service announcements. Compare the conversion rates of these two groups to discover the actual lift attributable to your retargeting campaign.

The perspective this gives you on actual customer behavior may change the way you optimize your campaigns. Instead of going after cheap clicks, you’ll focus on generating incremental conversions. CPC may go up, but you’ll be much more effective at moving the needle for the business.

Popular online T-shirt retailer BustedTees initially measured their retargeting only on click-based conversions, but they knew they were making sales from visitors who returned to the website after seeing a retargeted ad, without necessarily clicking. After one month of A/B incrementality testing, BustedTees determined a 38% incremental lift in conversion rates generated by retargeting. Says general manager Adam Schwartz, “By seeing which view- through conversions were related to retargeting, we had a clear understanding of our true CPA.”²⁴

Click-through vs. view-through conversions

Depending on their immediate campaign goals, marketers think about “conversion” in different ways. It can be anything from a free trial download to an event registration to a product purchase. When it comes to display advertising, there are two big ways that marketers track conversions, whatever they may be: click-through conversions (CTC) track users who click an ad and then convert as a direct result, and view-through conversions (VTC) track customers who are shown an ad and do not click on it, but then convert later.

It can be tempting to overvalue clear, quantifiable CTC data and dismiss the valuable data of VTC. We recommend taking a “multi-touch attribution” perspective that recognizes the ad itself as only one of a number of touch points between the consumer and the brand. The incrementality test described above is one way to measure that value of VTC.

Even if the customer gets distracted and doesn't click your ad right away, or prefers to follow up on your offer in a different browser or on a different day, the ad has still served as a compelling reminder of your brand. View-through conversions are so valuable in retargeting because they show the value of campaigns that effectively raise awareness of your brand—and keeping your brand top of mind is one of the great strengths of retargeting. It may take a few impressions to get the desired response, but that only makes the branding effect stronger.

AdRoll advertisers running cross-platform campaigns on both Facebook and the web see an average CTC rate of 3.33% and an average VTC rate of 0.03%.²⁵

Tracking links

Your retargeting vendor should provide reporting on your campaign performance that delivers valuable insights about both your customers' behavior and the strength of your advertising strategies.

Web analytics tools (like Google Analytics, KISSMetrics, Mixpanel, IBM Digital Analytics/Coremetrics, and Adobe/Omniture SiteCatalyst) can help you measure customer clicks, monitor multi-touch conversions, and understand the activity of the user once they've arrived on your site. These analytics tools use campaign tracking parameters appended to marketing URLs to group and measure website traffic from your marketing campaigns. When you decide where to direct a retargeted ad, consider using a tracking link backed by an analytics service to add context to your retargeting reports.

The popular service Google Analytics lets you turn any URL into a tracking link by adding a few simple tracking variables to the end. We recommend using these four campaign tracking codes:

`utm_source` identifies the source of the campaign (for example, `utm_source=adroll`)

`utm_medium` describes what type of media the link came from (for example, `utm_medium=display`)

`utm_campaign` identifies the name of the campaign or promotion (for example, `utm_campaign=adroll_acquisition_adgroup_1`)

`utm_content` differentiates versions and sizes of ads (for example, `utm_content=static_160x600_v002`)

For more information about tracking links, visit <http://support.adroll.com/external-analytics-campaign-tracking/>



CASE STUDIES



Mastering strategic reach

Marketo, a leading provider of cloud-based marketing automation software, wanted a cost-effective way to fill their sales pipeline with high-quality leads. With regular launches of new feature enhancements and upsell opportunities, they needed a way to inform customers of new developments and product integrations. Retargeting formed the foundation of advertising campaigns that combined audience and message segmentation, offer testing, web and social inventory sources, and CRM targeting. Using a broad, cross-platform retargeting strategy, Marketo deployed successful ad campaigns across their entire customer base.

RESULTS

20% click-to-conversion rate (the highest converting marketing channel)

65% lower CPA than other paid programs

“AdRoll made it easy for us to reach customers across multiple channels (display, Facebook, Twitter) as well as target very specific segments through CRM retargeting.”

—Mike Tomita
Senior Programs Manager, Marketo



Getting great mileage from testing

Hipmunk, a fast-growing travel search site, wanted to determine if—and by how much—retargeting could drive incremental conversions from potential customers. Additionally, they wanted to close their user feedback loop, maximize conversions from site visitors, and increase their site audience. In the past, they'd had great success by optimizing the frequency capping of a retargeting campaign to cross-sell hotel reservations to flight purchasers. Over a five-week period, they compared conversions among users of their Search and Booking products who viewed retargeted ads against those who did not; they saw a substantial lift in conversions.

RESULTS

75% lift in Search group conversion

50% lift in Booking group conversion

66% improvement in CPA

“People who saw our AdRoll retargeting were 50% more likely to book a flight.”

—Adam Goldstein
Co-Founder, Hipmunk



“We’ve had a long-standing relationship with AdRoll and they’ve been an extension of our marketing team. They fully understand our industry and goals, and are always finding new, innovative ways to maximize sales and promote our brand.”

— Bridget Zingale
E-commerce Marketing Manager, Benefit

benefit
SAN FRANCISCO

Making social look good

Benefit Cosmetics, an internationally known cosmetics manufacturer featured in 4,000+ stores in more than 35 countries, wanted to drive additional online conversions and raise awareness of their social media channels. Facebook Exchange (FBX) offered a great new advertising option for the company. They launched FBX campaigns targeting audiences based on their depth of site navigation and the products they viewed. Each segment was paired with tailored ad creative and a bidding strategy appropriate to their likelihood to convert.

RESULTS

7.4x ROI vs. 3.3x ROI on standard display

2.2x CTR compared to standard display

81% CPM compared to standard display



“Being able to splice by device and platform has not only let us use our first-party data for advertising, it’s also given us a richer understanding of our customer profiles and helped us reach our customers wherever they are, regardless of the device.”

— Kristina Simonsen
Marketing Associate, Brilliant Earth



BRILLIANT EARTH

Shining with cross-device

Brilliant Earth, an online retailer of ethically sourced engagement rings, wanted to make sure their brand stayed top of mind throughout a long consideration phase, and to appeal to potential customers who shared their passion for conflict-free jewelry. Brilliant Earth retargeted desktop website visitors as they browsed their mobile devices across Facebook, Twitter, and other mobile sites. These mobile ads drove visitors back to the Brilliant Earth mobile website where they could design a custom ring, complete a purchase, or continue research. Brilliant Earth then used these results to optimize ad spend and plan for future marketing programs.

RESULTS

2.46% average CTR

58% below target CPC

Reached users across desktop, mobile, and tablet



CREDITS

About AdRoll

AdRoll is the world's largest retargeting platform, with over 15,000 active advertisers worldwide. The company's innovative and easy-to-use marketing platform helps brands of all sizes create personalized ad campaigns based on their own website data, ensuring maximum return on online advertising spend. With a 97% customer retention rate, AdRoll provides unmatched transparency and reach across the largest display inventory sources, including Google AdX, Twitter, and Facebook.

The company is backed by leading investors such as Foundation Capital, Accel Partners, Merus Capital, and Peter Thiel. For more information, please visit www.adroll.com.

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With a background in customer advocacy and international communication, Kexin manages integrated marketing for AdRoll's global expansion. She pioneered AdRoll's customer marketing program, Power Brands, and today drives our advocate marketing programs.

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Laina is on the account management team at AdRoll, where she works to help clients reach their goals and optimize campaigns to reach their full potential. As an EMEA ambassador, Laina helps to interview, train, and mentor new hires in AdRoll's fast-growing Dublin office.

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⁹Facebook Reports Fourth Quarter and Full Year 2013 Results (<http://files.shareholder.com/downloads/AMDA-NJ5DZ/3067336478x0x721811/f028299e-a5b9-4ed5-9a2d-e3f0923ef261/FacebookReportsFourthQuarterAndFullYear2013Results.pdf>)

¹⁰Twitter Reports Fourth Quarter and Fiscal Year 2013 Results (<https://investor.twitterinc.com/releasedetail.cfm?ReleaseID=823321>)

¹¹Facebook Exchange News Feed by the Numbers (http://pages.adroll.com/fbx_news_feed_report.html)

¹²Twitter tailored audiences alpha

¹³<http://www.forrester.com/Predictions+2014+Mobile+Trends+For+Marketers/fulltext/-/E-RES109681>

¹⁴<http://www.emarketer.com/Article/Total-US-Retail-Sales-Top-3645-Trillion-2013-Outpace-GDP-Growth/1010756>

¹⁵AdRoll case study: Vistaprint (http://www.adroll.com/about/customer_success/vistaprint)

¹⁶AdRoll customer campaign review, April 7–May 7, 2014

¹⁷AdRoll case study: Virol (http://www.adroll.com/about/customer_success/virol)

¹⁸AdRoll customer case study

¹⁹AdRoll case study: Betabrand (http://www.adroll.com/about/customer_success/betabrand)

²⁰<http://www.emarketer.com/Article/Mobile-Continues-Steal-Share-of-US-Adults-Daily-Time-Spent-with-Media/1010782/1>

²¹<http://www.forrester.com/Understanding+The+Gap+Between+Consumers+And+Marketers+Use+Of+Mobile/fulltext/-/E-RES98561>

²²<http://blog.flurry.com/bid/109749/Apps-Solidify-Leadership-Six-Years-into-the-Mobile-Revolution>

²³AdRoll case study: Clinique (http://www.adroll.com/about/customer_success/clinique)

²⁴AdRoll case study: BustedTees (http://www.adroll.com/about/customer_success/bustedtees)

²⁵AdRoll study of advertiser campaigns, February 2014