YOUR FUTURE GROWTH.
MEASURED.

CONTINOUSLY CONNECT WITH YOUR WEBSITE VISITORS ON A LEVEL THAT BULDS ENGAGEMENT AND INCREASES SALES.

INFUSION ADVANTAGE

YOUR WEBSITE IS HEMORRHAGING LOST OPPORTUNITY. WE CAN FIX THAT PROBLEM.

WELCOME TO INFUSION.
A BETTER WAY TO DRIVE WEB PERFORMANCE

INFUSION TARGETING SNAPSHOT
Infusion Targeting is a premier partner for small to medium sized business when they want to define online lead-generation and/or website conversion and advertising strategies that directly impact their revenue and profitability. Priding ourselves on exceptionally strong strategic service to our client's web conversion and programmatic optimization needs, Infusion Targeting is dedicated to delivering ROI-driven solutions through the creation and implementation of SMART domain-level web retargeting system infrastructure and optimized outbound campaigns.

Infusion Targeting's Custom Behavioral Retargeting development and optimization expertise is designed to provide our partners with a competitive advantage and conversion/sales plan that drives revenue.

OUR PROCESS
Our client-driven approach works to serve and support YOUR specific sales conversion goals. It is a process that begins by analyzing your current site conversion strategies. We then define long-term conversion goals and build a custom Behavioral Retargeting Solution that fits your budgets and business growth goals. Along the way we work with you to create and optimize your automated web retargeting campaings and focus on optimizing your retargeting system to execute, amplify, and finally convert your lost traffic audiences.

KEY TAKEAWAY
The retargeting infrastructure that we create will drive automated and predictable revenue for your investment. We achieve this by consistently offering clear, actionable digital conversion leadership designed to enable real return on investment and activate a multitude of ongoing digital customer engagement horizons.
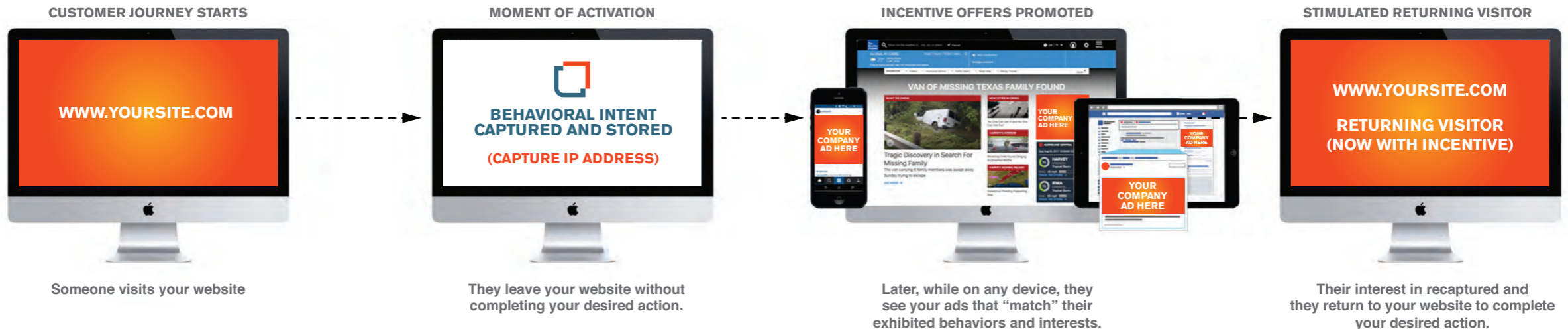
WHAT IS DOMAIN-LEVEL WEBSITE RETARGETING?

A TARGETED PROCESS. UNDENIABLE RESULTS.
In an era of data-driven digital marketing, your website's traffic intent data is your most valuable marketing asset. Infusion Targeting takes full advantage of traffic intent data by activating a systemic ad retargeting system that works with your website. This background system then serves customized social media and network ads served to IP address prospects based on the way they've interacted with your website. Potential customers will engage with ads specifically selected for their interests, remaining active with your brand as they go about their daily web and social media browsing activities.

1 - SOMEONE VISITS YOUR WEBSITE
2 - VISITOR LEAVES YOUR SITE WITHOUT PURCHASING
3 - DISPLAY ADS FOLLOW THEM AT A LATER TIME ONLINE

CUSTOMER JOURNEY STARTS

WWW.YOURSITE.COM

Someone visits your website

MOMENT OF ACTIVATION

BEHAVIORAL INTENT CAPTURED AND STORED

(CAPTURE IP ADDRESS)

They leave your website without completing your desired action.

INCENTIVE OFFERS PROMOTED

YOUR COMPANY AD HERE

VAN OF MISSING TEXAS FAMILY FOUND

Tragic Discovery in Search For Missing Family

YOUR COMPANY AD HERE

YOUR COMPANY AD HERE

Later, while on any device, they see your ads that "match" their exhibited behaviors and interests.

STIMULATED RETURNING VISITOR

WWW.YOURSITE.COM

RETURNING VISITOR (NOW WITH INCENTIVE)

Their interest in recaptured and they return to your website to complete your desired action.

INFUSION ADVANTAGE

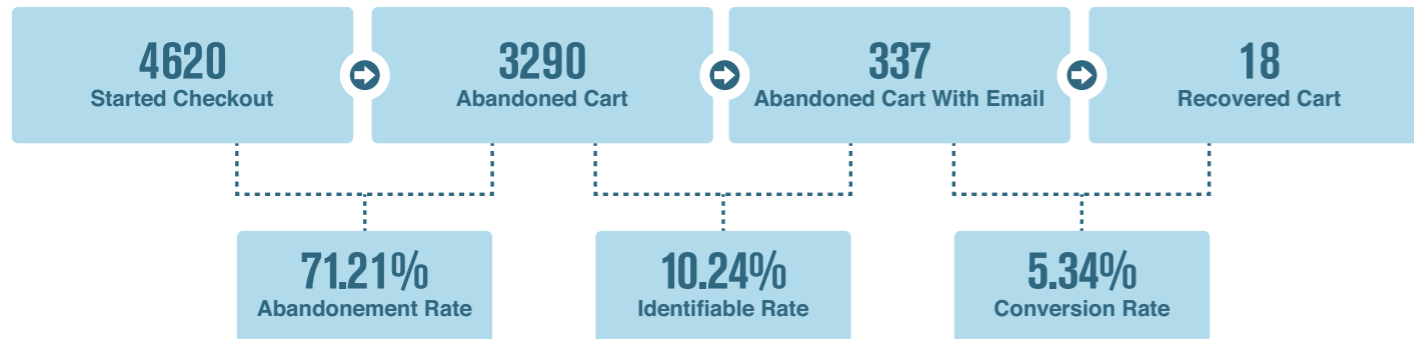**INVEST IN A LONG-TERM SOLUTION FOR GROWING SALES CONVERSION**

THE FOUNDATION TO ONLINE REVENUE GROWTH

ACTIVATE AND CONNECT WITH YOUR CAPTIVATED WEB TRAFFIC

Infusion Targeting's suite of domain-level retargeting solutions help your business connect with people who interact with your brand online. Generally 2% of shoppers convert on the first visit to an online store. Infusion's Retargeting Solutions are designed to activate, incentivize and bring back the other 98%. Retargeting works by keeping track of people who visit your site and displaying your retargeting ads to them as they visit other sites online.

By partnering with Infusion Targeting to analyze your website's visitor behavior and activate ad campaigns that reflect their interests you will increase lead and/or sales conversion rates, boost return on investment, decrease cost per acquisition, and more. Infusion's suite of retargeting systems will optimize your sales initiatives - reacing out across devices on the web, Facebook, email, and mobile.

SAMPLE CONVERSION PERFORMANCE METRIC

4620 Started Checkout	→	3290 Abandoned Cart	→	337 Abandoned Cart With Email	→	18 Recovered Cart

71.21% Abandonement Rate	10.24% Identifiable Rate	5.34% Conversion Rate

SAMPLE RETARGETING STRATEGIES

RE-ENGAGE YOUR CUSTOMERS WITH SMART ADVERTISING
Infusion Targeting's retargeting systems enable you to retain customer relationships by triggering various types ads based on data collected when they visit your website.

PASSIVE SHOPPING ABANDONMENT RE-CONVERSION
Show customers which products they recently viewed and recommend other products they may like. Capture their "behavior" in order to display future product ads that "match" their last visit's page-by-page product browsing at your webstore.

POST PURCHASE RE-ENGAGEMENT
Continually nurture new, existing, and dormant customers by reminding them of your products and increase brand loyalty. Offer them related products, incentivize the next purchase or ask for feedback.

CART ABANDONMENT RE-CAPTIVATION
Target customers who have displayed pre-purchase intent, but failed to convert. Offer incentives to return and re-engage with your desired product or service using Facebook and the Web Ad Network.

INFUSION ADVANTAGE

CREATE A CONTINUOUS STREAM OF BRAND ENGAGEMENT
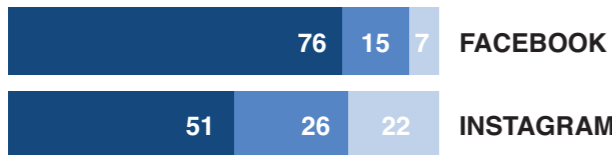
INTEGRATE YOUR CHANNELS FOR IMPACT

SUCCESSFUL OMNI CHANNEL SALES GROWTH

By collecting anonymous information on your potential customer's behavior and intentions, you will be positioned to convert prospects by engaging them with the right creative and messaging.

Your company's retargeting system will be an integrated part of your brand's customer journey strategy. With cross-platform, cross-device campaigns, Infusion Targeting's suite of retargeting services enable you to reach the same user as they move across the web, social networks, and mobile devices, creating a new level of engagement and interaction.

CANVAS THE ENTIRE DIGITAL LANDSCAPE
FOR A FRACTION OF THE COST OF TRADITIONAL ADVERTISING

75% OF FACEBOOK USERS AND 50% OF INSTAGRAM USERS USE EACH SITE DAILY

■ DAILY   ■ WEEKLY   ■ LESS OFTEN

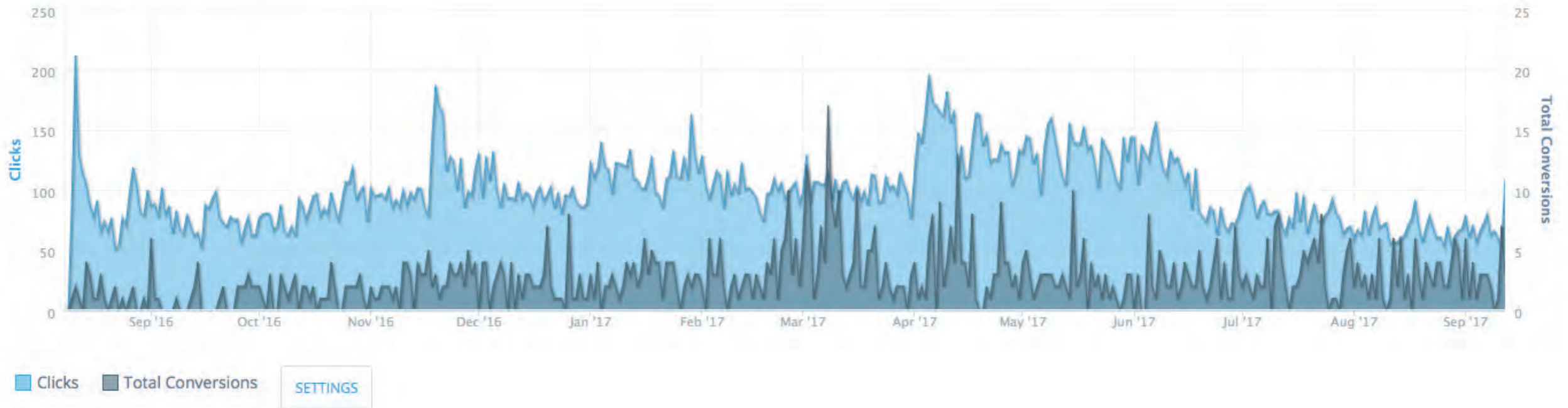| 76	15	7	**FACEBOOK**
51	26	22	**INSTAGRAM**

INFUSION ADVANTAGE

CONTINUOUS IMPROVEMENTS YIELD ONGOING RESULTS

Campaigns   Ads   Sites   Conversions   Placements

Impressions	Clicks	CTR	CPM	CPC	CPA	VTC	CTC	Total Conv.	Spend	Attr. Rev.	ROI
11,161,354	39,768	0.36%	$3.47	$0.97	$36.15	609	461	1,070	$38,679.23	$154,892.50	4x

Retargeting Campaigns

Clicks   Total Conversions   SETTINGS

BEHAVIORAL INTENT

INFUSE YOUR WEBSITE

RECOMMENDED STARTUP BASELINE:

1. General Web And Social Campaign
2. Cart Abondonment Campaign
3. Special Product Optimization Campaign
3. E-mail Direct Campaign

CONNECT WITH YOUR SITE'S VISITORS ON A LEVEL THAT BULDS ENGAGEMENT AND INCREASES SALES.

WEB NETWORK AD CAMPAIGNS	SOCIAL MEDIA AD CAMPAIGNS	AUTOMATED SMART EMAIL	CRM LIST TARGETING	OPTIMIZATION SERVICES
Webstore Sales Retargeting	Webstore Sales Retargeting	Automated Targeted Email	Acquisition Sales Targeting	Custom Retargeting Web Creative
Cart Abondonment Campaigns	Facebook Product Ad Retargeting	Loyalty Incentive Campaigns	Product Specific Sales Campaigns	System Optimization
Web Network Product Ad Retargeting	Instagram Product Ad Retargeting			A/B Message Testing
Product Specific Sales Campaigns	Cart Abondonment Campaigns			Ad Placement - Geotargeting
Loyalty Incentive Campaigns	Product Specific Sales Campaigns			Campaign Optimization
	Loyalty Incentive Campaigns			Growth Reporting

INFUSION PRODUCTS | WEB NETWORK RETARGETING

INCENTIVE BASED ADS FOLLOW YOUR VISITORS EVERYDAY

WEB AD NETWORK RETARGETING

PENETRATION OF USER-FREQUENTED SITES WITH WEB AD NETWORK CAMPAIGNS

WEB RETARGETING

Web retargeting is the combination of tailored messaging and targeted ad placement. Targeted display ads are bought via ad exchanges and served on news sites, blogs, and other locations online—wherever your customer might be browsing.

Web retargeting works well for e-commerce, tech B2B, media and entertainment, and generally any brand interested in engaging current or prospective customers online. It's a strong foundation for any retargeting program.

3 SURPRISING BENEFITS OF RETARGETING

1. HEIGHTENED BRAND RECALL
2. GREATER ENGAGEMENT
3. INCREASED CONVERSION

SAMPLE PERFORMANCE METRICS

Impressions	7,641,201
Clicks	13,352
CTR	0.17%
CPM	$2.52
CPC	$1.44
CPA	$33.05
Click Through Conversions	173
View Through Conversions	409
Total Conversions	582
Spend	$19,236.50
Attributed Revenue	$87,913.26
ROI	4.6x
Weekly Budget	$350

TOTAL AD NETWORK NOT SHOWN
Ad Networks change. These networks are only the leading portion of the total number of serving partners.

INFUSION PRODUCTS | SOCIAL MEDIA RETARGETING

DRIVE MORE IMPRESSIONS. CONVERT MORE SALES.

FACEBOOK RETARGETING
THE POWER OF PROFILE RETARGETING
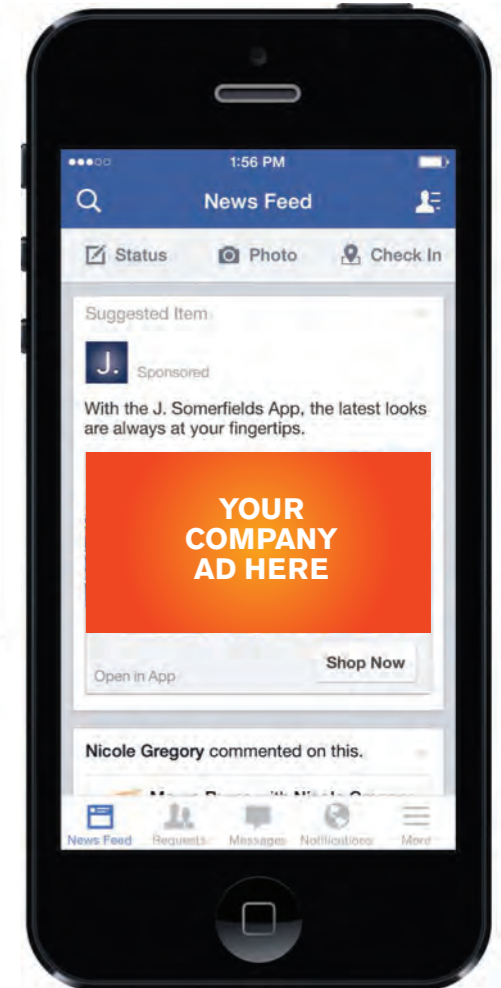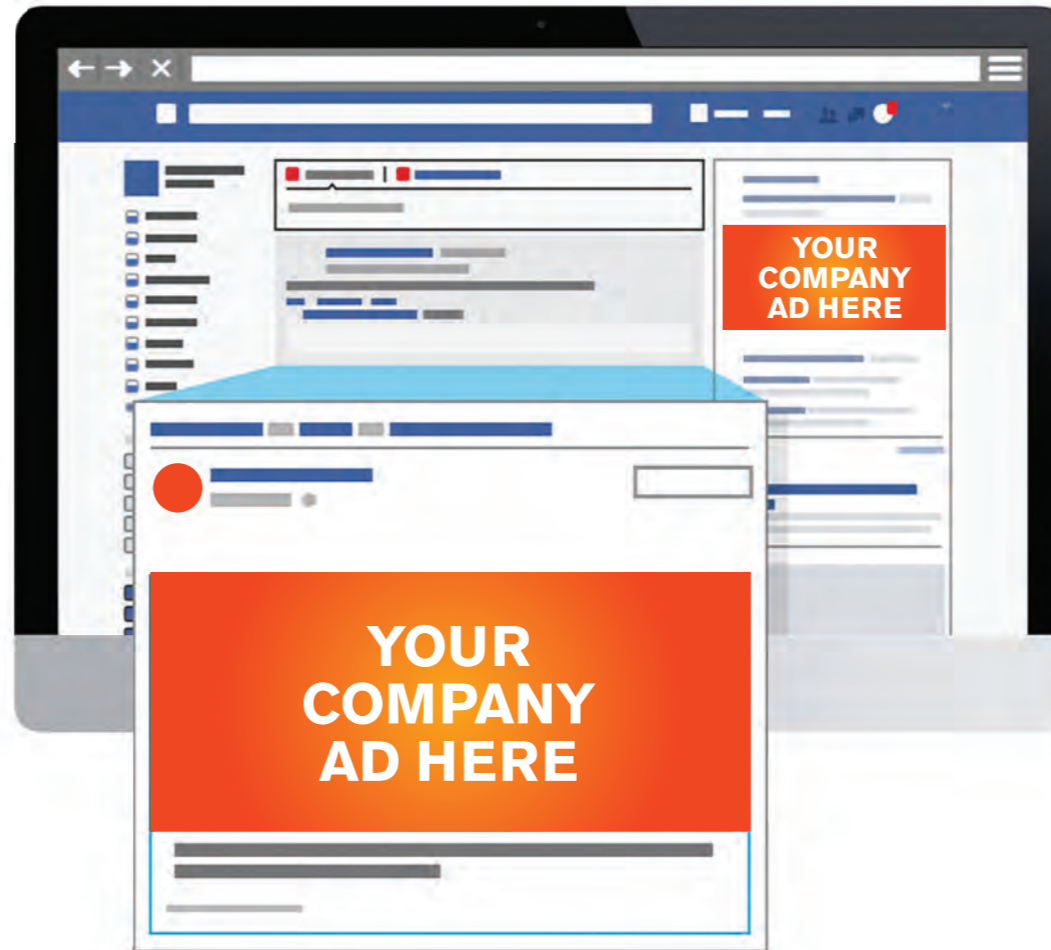
FACEBOOK RETARGETING

Social networks give brands a direct line to extremely engaged consumers. Not only does retargeting on social give you access to some of the largest audiences online, it also lets you take advantage of native social tools such as Shares, Likes, and Comments to further expand your reach.

Many consumers turn to social media for product recommendations and reviews. Building up your presence on these platforms will help to familiarize customers with your brand.

As consumers spend more online media time on social networks, marketers are investing more in social advertising—with high returns.

SMARTPHONE USERS CHECK FACEBOOK 14 TIMES A DAY.

BRANDS THAT ADDED FACEBOOK TO THE MIX DROVE 2.8x MORE IMPRESSIONS, 3.05x MORE CLICKS, AND 2.18x MORE CONVERSIONS.

YOUR COMPANY AD HERE

YOUR COMPANY AD HERE

YOUR COMPANY AD HERE

TOTAL AD NETWORK NOT SHOWN
Ad Networks change. These networks are only the leading portion of the total number of serving partners.

INFUSION TARGETING
WEBSTORE ACTIVATION EXPERTISE

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INFUSION PRODUCTS | SOCIAL MEDIA RETARGETING

DRIVE MORE IMPRESSIONS. CONVERT MORE SALES.

INSTAGRAM RETARGETING
CONNECT WITH THE PULSE OF YOUR CONSUMER. ENGAGE AND CONVERT TO SALES.

INSTAGRAM RETARGETING

For today's consumer, mobile is by far the reigning queen of screens. Mobile is now the dominant way people consume digital media, making it a critical part of your company's advertising mix. Mobile apps account for 52% of all time spent on digital media. Your customers take their mobile devices everywhere, and use them to buy everything from sunglasses to software. After recently surpassing 500 million active users, it's expected that 50 percent of all social network users will be using Instagram by 2017.
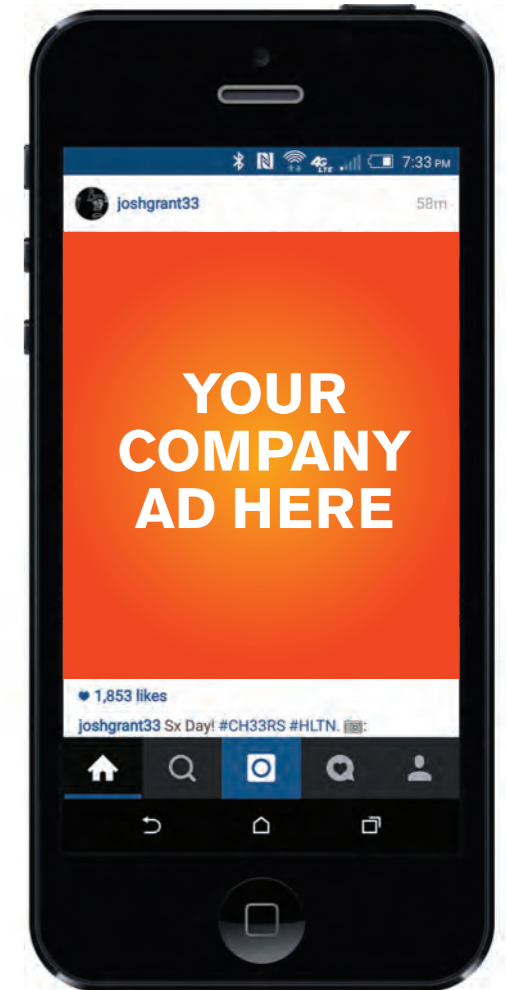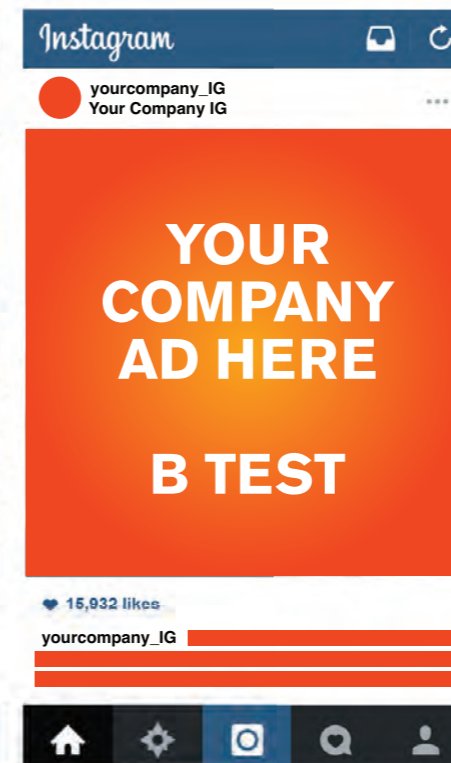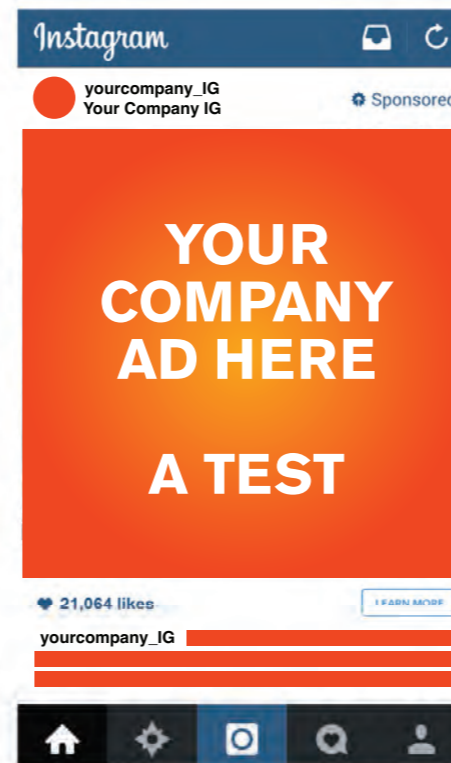
Instagram seamlessly combines advertising with content from users. The native ad format of Instagram is highly engaging, compounded by a nearly distraction-free environment—one where users focus on one image at a time.

Infusion Targeting will run your ads on Facebook and Instagram simultaneously: If you include both Facebook and Instagram in your Infusion Targeting campaign, you ensure that your ads optimize for the least expensive, highest-performing available ad space across both channels at the same time. This gives you the potential to get more clicks at the lower cost regardless of the channel.

Mobile Phone Instagram Users
76.4M
up 12% from 2016

Mobile Phone Internet Users
223.0M
up 6% from 2016

Mobile Phone Facebook Users
150.8M
up 5.1% from 2016

Instagram

yourcompany_IG
Your Company IG   ⚙ Sponsored

YOUR COMPANY AD HERE

A TEST

❤ 21,064 likes   LEARN MORE
yourcompany_IG

Instagram

yourcompany_IG
Your Company IG   ...

YOUR COMPANY AD HERE

B TEST

❤ 15,932 likes
yourcompany_IG

joshgrant33   58m

YOUR COMPANY AD HERE

❤ 1,853 likes
joshgrant33 Sx Day! #CH33RS #HLTN.

INFUSION TARGETING
WEBSTORE ACTIVATION EXPERTISE

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INFUSION PRODUCTS | AUTOMATED SMART EMAIL

EMAIL CAN BE A REAL-TIME SALES AGENT.

AUTOMATED SMART EMAIL

SEND TIME RELEASE SCRIPTED EMAILS.
CUSTOM EVENT-LEVEL RESPONSES.

CUSTOM E-MAIL RETARGETING
Infusion Targeting's custom e-mail retarget scripting and segmentation methods connects rich customer signup data to a time-based release of direct inbox messaging designed to actively prompt customers back to your website. This model is designed to be PPC in order to keep your ongoing costs to a minimum. In short, you only pay for clicks not sends.

ENGAGE WITH YOUR CUSTOMERS FASTER USING RELEVANT PRODUCT INCENTIVE OFFERS.

Average Sales Conversion

6.57%

Existing Infusion Partners

Spend	Sent	Open Rate	CTR	Conversion Rate	CPA
$76.00	706	107% 755 Opens	10% 76 Clicks	9.21% 7 Conv.	$10.86

CUSTOMER SIGNUP INSTANCE

WWW.YOURSITE.COM
SIGNUP PAGE

Someone visits your website

Boyesen
FACTORY RACING

Boyesen
30% OFF
USE CODE: motoroll16

BECOME FACTORY: Hand Crafted for YOU!

ENTER CODE AT CART: motoroll16

BUY NOW

8 Rhoades Rd, Lenhartsvile, PA, 19534, United States

Unsubscribe

RETURN VISIT WITH BUYING INTENT

WWW.YOURSITE.COM
PRODUCT PAGE

Engage and convert

TOTAL AD NETWORK NOT SHOWN
Ad Networks change. These networks are only the leading portion of the total number of serving partners.

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INFUSION PRODUCTS | CRM LIST TARGETING

CONNECT WITH YOUR CUSTOMER BASE. BRING THEM BACK FOR MORE.

CRM TARGETED ACQUISITION
TARGET EXISTING CUSTOMER EMAIL LISTS AND CONNECT WITH THEM TO RE-ENGAGE WITH YOUR PRODUCTS

STAY "TOP-OF-MIND" WITH YOUR AUDIENCE

Infusion Targeting's CRM Targeted Acquisition solution makes it possible to continuously engage audiences based on your existing opt-in compliant email lists. Simply provide a Microsoft Excel file of your existing CRM list and begin serving your audience display ads across web, mobile, and social channels. CRM Target Acquisition is one of the most effective means to introduce new products or special offers to the people who already maintain loyalty to your brand.

EXPORT AND SHARE YOUR CRM LIST

REVERSE ASSOCIATION OF IP ADDRESS TO EMAIL

Targeting System will confirm reverse trace IP address to email relationships

INCENTIVE DISPLAY OFFERS

STIMULATED RETURNING VISITOR

WWW.YOURSITE.COM
PRODUCT PAGE

RETURNING VISITOR
(NOW WITH INCENTIVE)

Matching IP addresses will be targeted for advertising display on web and social platforms.

Your CRM list becomes captivated and returns to your website to complete your desired action.

INFUSION TARGETING
WEBSTORE ACTIVATION EXPERTISE

C: (484) 650-2839
E: esal141@rcn.com

INFUSION TARGETING
WEBSTORE ACTIVATION EXPERTISE

PRODUCT SUITE | CREATIVE SERVICES

INVEST IN CREATIVE THAT MATCHES YOUR SALES STRATEGIES

INTEGRATED CREATIVE SERVICES

OPTIONALLY YOU CAN USE INFUSION TARGETING'S DESIGN TEAM TO CREATE YOUR ADS.

ON TARGET CREATIVE = CONVERSIONS

Infusion Targeting can work with creative that you provide, or you may elect to have our creative team develop your web ads as part of our suite of integrated retargeting products that we offer.

Facebook Newsfeed: 600x315

Leaderboard: 728x90

Wide skyscraper: 160x600

Large rectangle: 300x600

Medium rectangle: 300x250