Search Retargeting allows advertisers to target potential customers using website search bars on sites such as Pinterest, Wayfair, Cars.com, Overstock.com, etc. Using a predetermined set of keywords, this tactic reaches users who have demonstrated an intent for a particular product or service.

**Search Retargeting should not be confused with Search Engine Marketing (SEM) which includes paid ad results within a search engine like Google, Yahoo, or Bing!**

### KEY FEATURES/BENEFITS

- **By targeting users who have demonstrated intent, search retargeting is one of the most effective targeting tactics available.**

- **Data for search matches is supplied by 3rd parties that consolidate search bar data across the internet.**

- **Any website that has a search bar can yield search data we can leverage to retarget interested users elsewhere as they browse the web.**

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**A user performs a search**

**Data is collected associated with that search**

**Your ad is shown later based on the keyword search as they browse the web**

**The user clicks through the ad and converts**