



LESSON 6.

RETARGETING AND REMARKETING: how to recover lost traffic and increase conversions

Hello everyone! In this lesson, we'll cover:

1. How to properly set up retargeting and remarketing,
2. Why it's necessary,
3. Which audiences convert best with repeated exposure,
4. How to improve ROI without extra costs,
5. And why most beginner affiliates simply lose money because of not using this tool.

We'll stay focused on practical matters, with numbers, scenarios, and specific services.

Why almost all traffic is initially unprofitable

When you launch traffic to an offer, even with great creatives and a solid landing page, 90% of users leave without converting. **This is normal.**

Most people do not register on the first touch, don't place an order immediately, don't click a Telegram link after the first view.

But that doesn't mean they're useless. It means they need time. You need to remind them about yourself, show again, nudge. That's what retargeting is for. It doesn't create new traffic — **it turns already-paid traffic into conversions.**

RETARGETING VS REMARKETING: WHAT'S THE DIFFERENCE

Essentially, both terms mean the same: showing your ads again to people who already interacted with your content. But there's a nuance.

Retargeting usually refers to social media and banner ads. For example, showing creatives to users who visited your landing page but didn't fill out a form.

Remarketing is more common in Google and YouTube, targeting those who interacted with your site, video, or app, but didn't complete a desired action.

The point is the same: to have repeated contact with people already familiar with the offer.

WHICH AUDIENCES PERFORM BEST IN RETARGETING

✓ The hottest audience

is people who visited your page but didn't complete the target action.

For example, someone opened the landing page and stayed for over 10 seconds but didn't submit a lead. Or clicked "Start" in the app but didn't finish registration. These are called "abandoned visitors."

✓ The second audience

is users who watched more than 50% of a video, especially video ads on TikTok or YouTube. These users already absorbed the main info, and repeated exposure can work better than trying to reach new users.

✓ **The third**

is social media followers who didn't click previous posts. For example, you ran native ads on your Telegram channel and want to retarget those who saw the ad but didn't click.

✓ **The fourth**

is app event audiences — users who installed your app but didn't activate. Using Firebase or Appsflyer you can group these users and run remarketing campaigns.

HOW TO BUILD AUDIENCES FOR RETARGETING

First, you need a pixel or tracker.

For Facebook, use the Meta Pixel; for TikTok, TikTok Pixel; for Google, a remarketing tag or Google Tag Manager. Without them, you can't collect users who visited your landing or engaged with your creatives.

Second, set up events.

Examples: "Page visit," "Button click," "Form submission," "Video view." These let you create audiences of those who visited but didn't complete the action.

Third, create audiences inside your ad account interface.

For example, “everyone who visited the landing page in the last 7 days but did not reach the thank-you page.”

In TikTok, use Events Manager; in Facebook, Custom Audiences; in Google Ads, remarketing audiences.

WHICH CREATIVES TO USE IN RETARGETING

You can't just show the same ad again. If someone saw it and didn't respond, repeating it offers no benefit.

You need to change the message. For example, if the first creative was “How to save \$200 a month,” the second should be “You saw how it works but decided to postpone? Watch before it's gone.”

Another example: *the first creative was emotional with a story; the second focuses on numbers and benefits; the third is a short video guide or testimonial.*

Retargeting works best when you conduct a dialogue — not repeating the same thing, but adding new info. It reminds the user they are almost ready — just one step left.

If working with video, change the first 2–3 seconds. This is critical. Even if the rest of the video is the same, a different opening frame creates a sense of new content.

OPTIMAL RETARGETING WINDOW

For hot audiences, use 3–7 days. For example, users who visited the landing yesterday or the day before — they still remember the offer and are more likely to click.

For warm audiences, use 14–30 days, e.g., those who watched videos but didn't click or used the app but didn't pay.

Using audiences older than 30 days quickly reduces effectiveness. These people have likely forgotten you or decided not to engage. It's better to work with recent, relevant audiences.

RECOMMENDED BUDGET

Retargeting is not a primary traffic source; it's a supplementary tool to boost results. Therefore, the budget should be small but consistent.

💡 **Usually, 10–15% of the main campaign budget is sufficient.** For example, if you spend \$100/day on main traffic, set \$10–15/day for retargeting to continuously recover those close to converting.

Important:

do not include retargeting in the same campaign as the main ads. **Run a separate campaign so you can control bids, frequency, and see real efficiency numbers.**

WHAT TO ANALYZE

1. The main metric is CPA (cost per action).

If retargeting generates leads at a lower CPA than main traffic, you are doing it right.



2. Also watch CTR and ad frequency.

If the same creative is shown 5–6 times without clicks, change the creative. High frequency and low engagement indicate audience fatigue.

TikTok Ads and Facebook Ads have separate retargeting audience reports **showing which creatives and groups perform best.**

PRACTICAL EXAMPLE

Offer — investment app. Main traffic sent to a registration landing page.

Conversion on first visit — about 3%. Retargeting users who visited but didn't register included a video: "You were close. Here's how others are already earning."

Conversion in this group — 9%.

| Cost per registration — half that of main traffic.

WHAT TO DO IF RETARGETING DOESN'T WORK

- ✓ **First, check if events are tracked correctly.** Often the pixel fails, and ads are shown to the wrong audience.
 - ✓ **Second, review creatives.** Showing the same ads as main traffic gives no effect.
 - ✓ **Third, shorten the retargeting window.** If you use 30-day audiences, try 7 days so the ads reach those who still remember the offer.
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CONCLUSIONS

In this lesson, you learned how to use retargeting and remarketing to increase conversions and recover lost traffic. We covered:

1. The most effective audiences,
2. How to collect events,
3. Which creatives work best,
4. How to set budgets and analyze results.



If you don't use retargeting, you lose money every day because most traffic leaves after the first touch.

Return those already familiar with your offer, remind and complement them, and your conversions will grow without increasing your budget.