

Remarketing / Retargeting Plan

Marketing & Advertising

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Designs a retargeting plan — audience segments by intent, sequenced messages, channels and frequency caps — to recover lost visitors and carts. Use it to improve funnel efficiency. For the broader plan use the Digital Marketing Strategy.

Purpose of this tool & output

Win back visitors who did not convert

How the output is used

Use it to win back visitors who did not convert — a remarketing and retargeting plan across audiences and channels.

Important cautions

Respect frequency and consent; avoid over-messaging.

Companion documents

- Digital Marketing Strategy
- Google Ads Campaign Plan
- Meta Ads Campaign Plan
- Paid Media Performance Audit
- Landing Page Copywriter
- Conversion (CRO) Audit

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