## Unveil the Magic of Remarketing this **Holiday Season**

Holiday season is the biggest shopping event of the year.



sales this year will occur during this short period 1



\$682 - \$923 billion will be spent as forecasted separately by NRF and eMarketer 2,1





## For the first time ever, digital is the most popular shopping destination

Mobile will be integral

to this massive spending



The answer lies in



\$

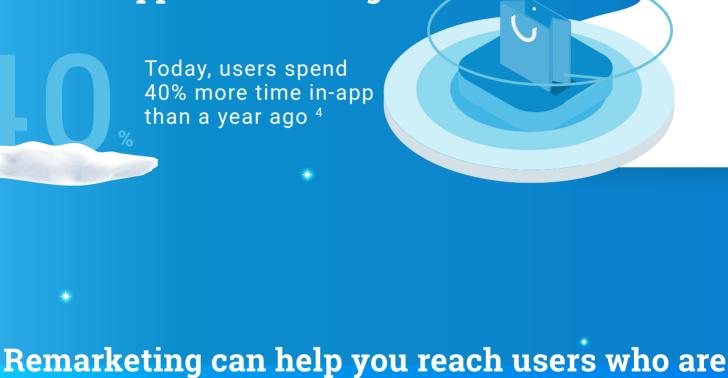


But in the face of stiff

competition, how can retailers bring users back to their app?

## Today, users spend 40% more time in-app than a year ago 4

**Mobile In-App Remarketing** 



**02** Busy making lists

**01** Researching

**03** Browsing products



their wish list/cart.

**04** Adding them to



their actions. Remarketing will nudge the customer back to your app.





30% higher shopping cart completion rates 6



40%

Customer

leaves your app



**Customer visits** 

32%

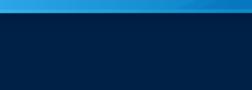
In-App Remarketing have been enjoying



Advertisers who are leveraging

**150**% higher conversion rate 6

10x higher click through 50% higher likelihood rates for retargeted ads



Enable deep-links

for re-targeted ad viewers

to convert on your App 6



Identify your target audience based on their app behaviour and last activity

Activate tracking

over display ads 6

and postback Provide creative assets with the right message for different audience sets

Conclusion



of the

app marketers,

invest up to 5

of their app marketing budgets

towards remarketing 5

of them have found some degree of success with it 5

So are YOU doing everything you can to retain your users?

Download InMobi's comprehensive **Guide for Retailers.** 

To know more about Remarketing and how it can benefit your retail strategy,

1 eMarketer Forecasts Moderately Strong Holiday Season, eMarketer, 2016 | 2. NRF Forecast for Holiday Season Sales, NRF, 2017 3. NRF onsumer Survey points to busy holiday season, NRF, 2017 | 4. Global Consumer App Spend, App Annie, 2017 5. InMobi's State of App Performance Survey Report - Global, 2017 | 6. InMobi Remarketing Platform, 2017

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