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ACE Development Fund Grant Project

Online Behavioral Retargeting to Promote Extension Programs

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Project summary

Would you like to take your social media strategy to the next level by leveraging your web visitors through behavioral retargeting? Understanding Facebook's pixel technology and knowing what your web visitors want and do online is a combination that can lead to powerful results. This report summarizes what has and hasn't worked since adopting a retargeting strategy for Utah State University Extension. It includes key takeaways that you can incorporate into your organization's own retargeting strategy.

What is retargeting?

Advertising to somebody who has visited your website on another website or platform through their advertising services. These may include Google adsense, Facebook ads, or other marketing services. Retargeting is NOT emailing.

How does Facebook retargeting work?

When a user stops by your website, their activities can be recorded to accounts where they are logged in (i.e., Google, Facebook). When they leave your website, any advertising platform that Facebook or Google uses, can serve ads to a previous visitor. In other words, you can target them at your own website, and then retarget them at other websites, hence the name, "retargeting."

Facebook retargeting best practices

1. Target high-intention users.

These are users who have indicated goal-oriented behavior, but did not execute the goal.

- Define a goal for your user on your website — for example, make a purchase or request information.
- Determine what steps a user needs to go through to accomplish the goal — push "confirm purchase."

- Determine what intermediate steps are necessary to accomplish that goal — push “add to cart.”
- Track users who performed the intermediate step, but not the end goal. Target these users.

2. Target through custom audiences by using collected email addresses.

These are customers you have collected emails from with permission. They are likely to be loyal customers who will respond to your requests because they have already responded once, when you asked for their email.

- Import the list of email addresses into the advertising platform.
- The platform will cross-check your list with active accounts, and create a custom audience where you deliver ads to those active users.

3. Target repeat customers.

Do you have customers who have attended previous events or purchased your product?

- Use their purchase email addresses to retarget them, following the steps above.

What We Did

- Ran gardening retargeting ads from people who visited garden.usu.edu, USUBC, OBG, or gardening course pages with the specific goal of increasing the Facebook audience.
- Used multiple design sets at first to see what worked well.
- Transitioned artwork a couple of times throughout the course of the campaign.
- In the end, ran a Happy Holidays ad that retargeted to all extension.usu.edu web visitors.

What We Learned

- Gardening retargeting worked great at the beginning and in the middle of the gardening season.
- Price per like increased as the growing season continued.
- Targeted, specific retargeting works best.
- Broad, blanket retargeting was not as cost effective.

Sample Facebook Ads

Suggested Page



Utah State University Extension

Sponsored

We're Utah's gardening experts! Like our page for great tips all season long.



Utah State University Extension

Educational Research Center
18,227 people like this.

Like Page

Suggested Page



Utah State University Extension

Sponsored

We're Utah's gardening experts! Like our page for great tips all season long.



Utah State University Extension

Educational Research Center
18,227 people like this.

Like Page

Suggested Page



Utah State University Extension

Sponsored (demo)

We're Utah's gardening experts! Like our page for great tips all season long.



Utah State University Extension

Educational Research Center

17,642 people like this.

✓ Liked ▾

Suggested Page



Utah State University Extension

Sponsored (demo)

We're Utah's gardening experts! Like our page for great tips all season long.



Utah State University Extension

Educational Research Center

17,642 people like this.

✓ Liked ▾

Suggested Page



Utah State University Extension

Sponsored

We're Utah's yard and garden experts! Like our page for great info all year round.



Utah State University Extension

College & University
19,851 people like this.

Like Page

Suggested Page



Utah State University Extension

Sponsored

Happy Holidays from your friends at USU Extension! Like our page for seasonal tips. 🧑‍🎄



Utah State University Extension

College & University
19,993 people like this.

Like Page