

CAMPAIGN DESIGN BASED ON GEOGRAPHIC EMOTIONAL FACTORS FOR RETARGETING IN SOCIAL MEDIA FOR E-TAILERS

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Abstract

Retargeting is an efficient way to remarket to customers. Here the marketer leverages hints stored in customers' previous interactions to further entice them to buy their products or engage. The methods raise concerns over privacy, and emotional concerns are further accelerated in specific geos like Europe. In this study, we evaluate the efficacy of retargeting moderating for emotional and privacy concerns in design. We find that retargeting campaigns in social media in Europe are 50% less efficient compared to US in recent Facebook retargeting campaigns. Secondly, prior studies point to the possibility of better ad design to prop up the digital campaigns in these geos using expressivity & emotional factors. Finally, we present a theoretical campaign design & architecture to implement such an analytical insight in social media campaigns, specifically in the retail sector. The proposed design is empirically proven to have a lower floor of 5% better in the performance of retargeted ads in the retail industry.

Keywords: *Digital Marketing, Social media Marketing, Retargeting, Emotions, Privacy, Campaign Efficiency*