

advertisement

SHOPSTYLE



Flynn Skye  
Tool Around Tank

SHOP NOW

Already Bought This?  
Click for Different Ads

Look, we all know online retargeting works. I might not make a lot of friends by saying this but, as consumers we don't love it. In fact, I bet all of us could tell you right now a product that is following them around the internet that you don't actually want to buy. This could be for a multitude of reasons. Maybe someone else was using your computer when they searched for flights to anchorage. Maybe you found the baby nail clippers hiding in the couch cushions and don't need a second pair. Or maybe you already bought the product in the store. Or from another retailer or reseller. My perfect example of this is when I bought my flight to New Zealand for my honeymoon, I was retargeted for weeks. I actually purchased the flight from an old-school travel agent who booked some of my hotels as well. But air New Zealand couldn't have known that. So they kept following me around the internet and wasting their media dollars.

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SHOPSTYLE

Please confirm and we  
will show you different  
products instead.

confirm close

At this ad tech company, I approached my tech team and asked them to develop a simple button that gave advertisers a two way conversation with their online customers. Why not let them click an "already bought this" button and stop wasting the impressions. Consumers love it, Advertisers love it. WIN. WIN.