

Performance Marketing

July 2010



Dear {FIRST_NAME|Reader},



Welcome to *Performance Marketing*, the monthly newsletter for online marketers looking for results.

Retargeting (or remarketing as Google calls it) is one of the important trends for search and display marketers of 2010. Retargeting was introduced about five years ago to much acclaim and is enjoying resurgence as advertisers realize the benefits. Many of our clients are having success with retargeting, yet there are misperceptions that prevent some from adopting this high performing tactic. This month's [feature article](#) addresses these common concerns.

All the best,
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Feature Article

Four Common Misperceptions of Retargeting

Remarketing allows advertisers to get in front of online consumers who have already shown an interest in a product or service by following them and showing messages for the product or service as they browse other sites.

Despite its phenomenal success for advertisers as a conversion tool, retargeting has gotten a bum rap because of confusion about value, attribution, impact and integration. Advertisers who don't use retargeting are missing an opportunity to turn viewers into buyers. Here are four common misperceptions of retargeting.

Stat of the Month

A year after the official relaunch of its search product under the Bing brand, Microsoft's share of U.S. searches has grown by 50 percent, according to data from comScore.

The measurement firm estimated Microsoft's sites accounted for 8 percent of U.S. searches in May 2009, but that the company grew its share to 12.1 percent of searches in May 2010.

Over the same period, searches on Google and Yahoo properties dropped by 1.3 percentage points and 1.8 percentage points.

Client News



Welcome Pacific Scientific!
LSFinteractive is redesigning and optimizing a revamped web presence for this company, an industry leader in the design, development, and production of aviation safety equipment for commercial, military and general

What is retargeting's value?

Retargeting builds awareness and influence. It allows you to get your brand in front of those people who have already shown an interest in your product. Retargeting operates – like most advertising – on the premise that an ad served to someone who has shown interest will reinforce that interest and boost return visits and ultimately sales.

[Read more >](#)

Brand Value of Facebook Fans

Average Value of a Facebook Fan in North America, June 2010



Note: total average value=\$136.38 across the 20 brands included in the study
Source: Syncapse and Hotspex, "The Value of a Facebook Fan: An Empirical Review," provided to eMarketer, June 11, 2010

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The smartest companies are using a mix of new and old customer service. Visit [New Media Chatter](#) to get tips and tactics for social media marketing from Jamie Murnane, our New Media Strategist.

About LSF Interactive

[LSF Interactive](#) is a full service global interactive marketing agency that leverages all Internet channels, including Search Engine Marketing, Search Engine Optimization, Social Media, Display, Email and Affiliate program management, and focuses on conversions, to help companies acquire new customers, qualified leads or traffic and increase their online revenues. The company employs 90 people worldwide, is headquartered in San Francisco, CA, and has offices in Chicago, IL, Conshohocken, PA, Boston, MA, and Paris, France.

aviation industries.

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