

WARM

VS.

COLD

AD TRAFFIC



Most People Think...



- Create and run ads to new people
- Drive traffic to website
- Traffic buys
- Cold traffic does not buy... or very rarely buys
- Secret is in “warming up” the traffic

Warming Strategy 1 - Retargeting



- Ads that show up only to people who engaged before
- Cheaper clicks and higher engagement
- Problem: Small audience sample

Warming Strategy 2 - Lookalikes



- Letting Facebook find lookalike audiences
- Get their attention and then drive retargeting ads to them
- Bigger sample of traffic

Warming Strategy 3 - Collect Emails



- Let people come to your site and sign up for email newsletter
- Send emails
- Use retargeting ad
- Over time, they will warm up to buy