



FOR IMMEDIATE RELEASE

ALBANY, NEW YORK (October 31st, 2023)

EXCERPT: The AI Web Agency Launches AI-Powered Retargeting Advertising Service for 2023 Holiday Season to help businesses convert and increase sales for website visitors.

The AI Web Agency Launches AI-Powered Retargeting Advertising Service for 2023 Holiday Season

As the 2023 holiday season approaches, businesses are gearing up for what is expected to be a significant surge in online shopping. In response, The AI Web Agency is excited to announce the launch of its innovative "AI-Powered Retargeting Advertising" service, designed to empower businesses to capture and convert a higher percentage of website visitors through sophisticated, AI-driven retargeting strategies.

The AI-powered advertising service comes as a timely reminder for businesses to gear up and ensure they have state-of-the-art retargeting technology integrated into their websites ahead of the peak shopping frenzy. "As the holiday shopping momentum builds, businesses need to be poised to recapture the staggering 96% of potential customers they're missing out on. Our Retargeting 5X Strategy is the answer," said Adam Wills, CEO and Founder of The AI Web Agency.

"This holiday season, businesses can't afford to let potential customers slip through the cracks," said Adam Wills, CEO and Founder of The AI Web Agency. "Our AI-powered retargeting service not only recaptures the interest of visitors who didn't convert on their first visit but does so with a level of personalization and efficiency that traditional advertising can't match."

The AI Web Agency's Retargeting 5X Strategy stands out in the digital marketing landscape. This comprehensive service includes the creation of display ads and a fully personalized done-for-your retargeting ad campaign, focusing on multiple stages of the customer's journey. According to the agency, this approach has delivered a remarkable 249% improvement over standard PPC advertising.

To ensure businesses are fully prepared for the influx of holiday traffic, The AI Web Agency emphasizes the importance of implementing retargeting technology now. "Retargeting is a powerhouse strategy, especially during the high-traffic holiday season. By engaging customers who have already shown interest in your products or services,

businesses can dramatically increase conversions and maximize their advertising ROI," added Adam Wills.

In addition to the immediate benefits of recapturing potential customers' attention, the service positions businesses ahead of their competitors, as less than 12% of sites currently use retargeting. "By implementing our AI-powered retargeting strategies, businesses are not just recovering lost opportunities; they're setting themselves apart from the competition," said the spokesperson.

To help prepare businesses for the 2023 Holiday Shopping season, The AI Web Agency is offering a no-cost setup for its Retargeting 5X Advertising Program, which includes the full suite of retargeting strategies, ad creation, and campaign building—a complete done-for-your package valued at \$499.

To learn more about how AI-Powered Retargeting Advertising can benefit your business for the 2023 Holiday Shopping Season, visit our website at <https://webagency.ai/retargeting-5x-program-offer/>

About The AI Web Agency:

The AI Web Agency is a leading digital marketing agency, specializing in cutting-edge techniques and strategies that leverage the power of artificial intelligence to help businesses thrive in the digital landscape. With a focus on lead generation service and Search Optimization content, they help businesses dominate search engine results pages and connect with high-intent clients. Their team of experts is dedicated to driving success and achieving exceptional results for their clients. Learn more at <https://WebAgency.AI>.

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