

# The 97% Problem

Why Most Businesses Under-Monetize Their Traffic  
— and How Retargeting and VisitorID™ Recover  
the Value They Already Paid to Create

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*Every statistic in this report links to its original source.*

*No inflated vendor claims. No cherry-picked data. Just the numbers.*

# Executive Summary

Most businesses do not have a traffic problem first. They have a **recovery problem**. They invest real money to generate clicks, visits, and early intent, but most of that paid attention disappears after the first session.

That is the real issue behind the 97% problem. You already paid to create awareness, curiosity, and site engagement — often driving visitors to high-intent pages such as pricing, services, demos, or product details. Then you let that value walk away without a structured second or third touch.

Traditional retargeting provides the first logical fix, giving you additional chances to convert traffic you already acquired. VisitorID™ and identity-resolved follow-up take it further by turning anonymous behavior into highly precise, actionable audiences, named prospects, and coordinated follow-up across ads, email, and sales outreach.

This report is most relevant for businesses that spend meaningfully on traffic, sell higher-value products or services, or operate in longer decision cycles where follow-up materially changes outcomes.

## Key Benchmarks (2025–2026 Data)

<b>2–3%</b> Average website conversion rate	<b>3.8%</b> Retargeting median conversion rate	<b>10x</b> Higher CTR vs. standard display	<b>4.2x</b> Average retargeting ROAS
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**What this report proves:** Retargeting consistently outperforms cold traffic on cost efficiency and conversion lift when traffic quality is sound.

**What this is really selling:** A second-layer monetization system for existing traffic — combining retargeting, VisitorID™, segmented audiences, and triggered follow-up.

**Primary business outcome:** More recoverable pipeline, significantly lower effective cost per lead, and dramatically better yield from the traffic budget you already have in market.

## The 97% Problem

# The Leak Is Not the Click — It Is What Happens After

Most business owners see healthy session counts and acceptable CPCs, yet still feel they are working too hard for every lead and sale. The disconnect? You paid to earn the first visit, but most of that interest vanishes without follow-up.

In practice, this means up to 95–98% of website visitors leave without converting or identifying themselves.

<b>97%</b> of visitors leave without converting	<b>~2.5%</b> average website conversion rate	<b>\$133</b> effective cost per lead at that rate
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Source: [DemandSage, Retargeting Statistics & Trends 2026](#)

Source: [Invesp, Average Website Conversion Rate by Industry](#)

**You already paid for this traffic. The question is how much of it you are systematically recovering.**

## Retargeting vs. Cold Traffic

# Why the Economics Change

Retargeting, also called remarketing, serves ads specifically to people who have already visited your website. Instead of reaching cold audiences, you're re-engaging people who've already demonstrated interest. The performance difference is dramatic, and it's backed by extensive industry data.

Metric	Cold / Prospecting	Retargeting	Why It Matters
Click-Through Rate (CTR)	~0.07–0.1%	0.7–1.2%	Far less expensive to re-engage
Conversion Rate	~1.5%	~3.8% (median)	More spend toward action-ready prospects
Cost Per Acquisition	\$30+	\$15–\$25	Significantly more efficient outcomes
Cost Per Click	\$1.50–\$2.69	\$0.95–\$1.25	30–60% lower CPC
Likelihood to Convert	Baseline	+70%	70% more likely after exposure
Return on Ad Spend	~2x	~4.2x	Multiplies yield from acquired traffic

Source: [SQ Magazine, Retargeting Ad Performance Statistics 2026](#)

Source: [Cropink, 50+ Retargeting Statistics 2025](#)

Source: [Shno, Remarketing Statistics 2026: Conversion Rates, CTR, ROI](#)

# What the \$20,000 Scenario Really Shows

Let's start with a scenario most business owners will recognize. You invest \$20,000 in digital advertising to drive traffic to your website. Your campaigns perform well. You generate 6,000 visitors. But here's where the math gets uncomfortable.

Now allocate 20% of the budget (\$4,000) to retargeting the visitors who didn't convert on their first visit.

## Without vs. With Retargeting

	Without Retargeting	With Retargeting
Total Ad Spend	\$20,000	\$20,000 (same budget)
Prospecting Budget	\$20,000	\$16,000
Retargeting Budget	\$0	\$4,000
Visitors from Prospecting	6,000	4,800
Leads from Prospecting (2.5%)	150	120
Retargeting Pool	0	4,680 unconverted visitors
Leads from Retargeting (3.8%)	0	178
Total Leads	150	298
Effective Cost Per Lead	\$133.33	\$67.11

*Note: Retargeting conversion rate of 3.8% applied to retargeting pool. Actual results vary by industry, traffic quality, and ad creative. These figures use industry median benchmarks.*

**Same \$20,000 budget. Nearly double the leads.  
Cost per lead drops from \$133 to \$67.**

## Annual Impact: \$20K/Month Ad Spend

	No Retargeting	With Retargeting	Difference
Annual Ad Spend	\$240,000	\$240,000	\$0 (same budget)
Annual Visitors	72,000	72,000	Same traffic
Annual Leads (first touch)	1,800	1,800	+0 first touch
Additional Retargeting Leads	0	~2,136	+2,136 leads
Total Annual Leads	1,800	~3,936	+119% more leads
Cost Per Lead	\$133	~\$61	54% lower
Leads Lost to No Follow-Up	70,200	~68,064	Recaptured 2,136

*Projection based on industry median benchmarks. Assumes 20% budget reallocation to retargeting. Actual results depend on industry, traffic quality, creative quality, and landing page optimization.*

**Over 12 months, the gap is more than 2,100 additional leads from the same budget. That's not incremental improvement. That's a different business.**

**The takeaway:** Retargeting does not fix bad traffic. It prevents good traffic from being wasted after a single touch.

## Segmented Retargeting

# Where the Real ROI Lives

Generic retargeting helps. Segmented retargeting multiplies results by responding precisely to the specific signal each visitor sends.

**Segmented retargeting campaigns increase click-through rates by 76% and conversions by 147% compared to generic retargeting.**

Source: [DemandSage, Retargeting Statistics & Trends 2026](#)

## What Segmented Retargeting Looks Like in Practice

Visitor Behavior	Retargeting Strategy	Expected Impact
Viewed pricing page	Show competitive comparison ads	Highest intent — prioritize budget here
Read 3+ blog posts	Offer lead magnet or free consultation	Nurture with value-first content
Visited product page, left	Show product-specific benefits + social proof	Address objections with testimonials
Abandoned form or cart	Direct reminder with urgency or incentive	26% recovery rate for cart abandonment
Spent 2+ min on site	Brand awareness + thought leadership	Build familiarity for longer sales cycles

Source: [AdRoll, Abandoned Cart Retargeting Ads](#)

## B2B Retargeting

### Even Stronger Numbers

If you're in B2B, the data gets even more compelling. B2B purchase cycles are longer, involve more decision-makers, and require more touchpoints. That's exactly the environment where retargeting thrives.



Source: [Kwanzoo, 10 Site Retargeting Statistics for B2B Marketers](#)

Source: [ER Marketing, B2B Retargeting: If You Don't Do It, You Miss](#)

### Platform-Specific Performance

Platform	Retargeting CTR	CPA Reduction	Key Advantage
Google Display	0.7% avg	~50% lower	Massive reach across 2M+ sites
Facebook / Meta	0.9–1.2%	40–70% lower	Granular audience segmentation
LinkedIn	30% higher CTR	14% lower CPA	B2B decision-maker targeting
Programmatic	0.7–1.0%	30–50% lower	Cross-device, cross-platform reach

Source: [Marketing LTB, Retargeting Statistics 2025: 97+ Stats & Insights](#)

Source: [Stackmatix, Facebook Ads vs Google Ads Cost: Complete Comparison 2026](#)

# What Makes Retargeting Work (and What Breaks It)

Retargeting is powerful, but it's not magic. The data shows clear patterns in what separates high-performing retargeting campaigns from underperformers.

## What Works

Best Practice	Why It Matters
Frequency capping (15–20/month)	Beyond this, performance drops and brand perception suffers
Recency windows (within 7 days)	Intent signal degrades significantly after 30 days
Creative rotation (every 2–3 weeks)	Prevents banner blindness, maintains engagement
Audience exclusions (converted users)	One of the most common retargeting mistakes to skip
Landing page alignment	Generic pages underperform by 40–60%

## What Breaks It

Mistake	Consequence
No segmentation	Leaves up to 147% of potential conversions on the table
No follow-up system	Retargeting fills top of funnel — need email/sales to convert
Ignoring traffic source quality	Organic visitors yield higher returns than social visitors

Source: [Onya Marketing, Why 96% of Website Visitors Leave and How Retargeting Brings Them Back](#)

## Beyond Pixels

# Why Basic Retargeting Still Has a Ceiling — And How VisitorID™ Delivers Far Greater Precision

Anonymous intent has real value. **Identified intent has much greater leverage.**

Traditional pixel-based retargeting improves efficiency by showing ads to past visitors, but it still operates on broad, anonymous audiences. You know a browser visited, but not who they are, what company they represent, their role, or exactly what they researched.

**VisitorID™ changes everything.**

## VisitorID™ Mechanics: A Four-Stage Automated Pipeline

Stage	What It Does
1. Identify	Turns anonymous sessions into identifiable prospect records — no form submission required
2. Classify	Maps every page view to specific services, products, or topics the visitor is researching
3. Score	Evaluates each visitor on buying intent and record confidence, filtering out bots and junk
4. Deliver	Pushes qualified, tagged records into your CRM for immediate follow-up

## The Precision Advantage This Creates for Retargeting

When you layer VisitorID™ on top of traditional retargeting, the results become dramatically more powerful:

- **Behavioral intelligence:** Know exactly what each visitor researched so you can create highly relevant ad creative.
- **Prioritize high-intent visitors** with stronger budgets, better offers, or faster follow-up.
- **Suppress low-intent or known contacts** to reduce wasted ad spend.

- **Coordinate across channels:** Retargeting ads + direct email + LinkedIn outreach + sales sequences based on real intent.

## Pixel-Based vs. Identity-Resolved Retargeting

Capability	Pixel-Based Retargeting	VisitorID™ + Identity-Resolved
Who visited	Anonymous cookie ID	Name, email, company, title
What they did	Pages viewed, time on site	Pages viewed + mapped to buyer intent
Audience building	Generic "all visitors" pool	Custom audiences by role, industry, company size
Ad targeting	Same ad to everyone	Personalized by product/service researched
Follow-up	Display ads only	Display ads + email + sales outreach
Timing	Retarget within cookie window	Same-day follow-up triggered by visit
Attribution	Limited to click-through	Full journey from first touch to close

**Traditional retargeting asks: “Someone visited my site. Let me show them another ad.”**

**Identity-resolved retargeting asks: “Sarah Chen, VP of Marketing at a 200-person SaaS company, visited our pricing page three times this week. What’s the best way to start a conversation?”**

## A Note on Transparency

We build these systems at P5 Marketing. Our product suite, including VisitorID™ for visitor identification, IntentID™ for behavioral audience building, and InboxID™ for triggered email sequences, is designed to do exactly what this section describes: turn anonymous traffic into identified, actionable opportunities.

We’re telling you this openly because this entire report is built on the principle that transparency builds trust. The data in the earlier sections stands on its own, sourced from independent

research. This section explains how we apply that data for our clients. You should evaluate any vendor, including us, against the benchmarks in this report.

## What P5 Marketing Is Actually Offering

P5 Marketing delivers a second-layer monetization system for the traffic you already generate. This includes retargeting strategy and execution, segmented audience design, VisitorID™ website visitor identification, triggered follow-up sequences, and systems that route high-intent signals into your sales and marketing workflows.

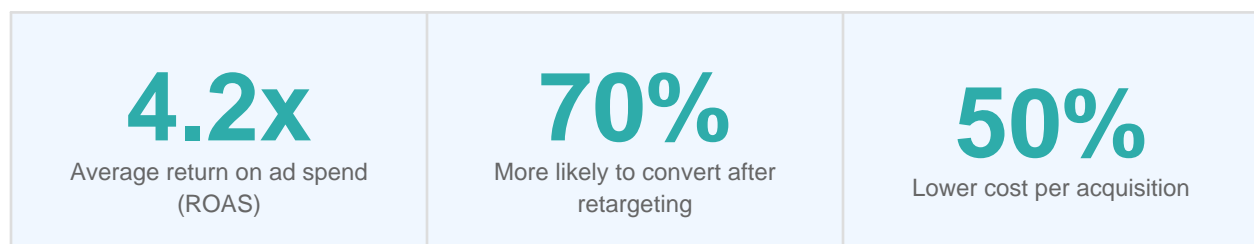
We help businesses move beyond basic ad management into true revenue efficiency — recovering far more value from every dollar already spent on traffic.

Best-fit clients are those spending meaningfully on paid or high-volume organic traffic, selling higher-value offers, and operating in cycles where precise follow-up creates measurable lift.

## The Bottom Line

You do not necessarily need more traffic first. You may need a better system to recover the value of the traffic you already have.

Retargeting is the sensible first recovery layer. Adding VisitorID™ makes that layer dramatically more precise, more efficient, and far more commercially powerful — delivering higher relevance, better ROI, and more pipeline from the exact same traffic.



## Three Things to Do This Week

- 1. Audit your traffic mix.** Check your Google Analytics to see what percentage of your traffic is organic vs. paid vs. social. This determines your retargeting ceiling.
- 2. Calculate your current cost per lead.** Take your monthly ad spend, divide by monthly leads. This is your baseline. If it's above \$100, retargeting will almost certainly improve it.
- 3. Start with a pixel.** Even if you're not ready to run retargeting campaigns today, install your tracking pixels now. Every day without a pixel is a day of visitor data you can never recover.

## **Want to See What Retargeting Can Do for Your Business?**

I'll audit your traffic mix and show you exactly what a retargeting layer would add to your current campaigns. No pitch, just data.

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# Sources

Every data point in this report is sourced from independent research, industry benchmarks, and published studies. Below is the complete list of sources cited, with direct links to the original material.

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**Disclaimer:** The statistics and benchmarks cited in this report represent industry averages and medians from third-party sources. Individual results vary based on industry, traffic quality, ad creative, landing page optimization, and follow-up processes. This report is provided for educational purposes and does not guarantee specific outcomes. All source links were verified as of April 2026.