

Google Remarketing Campaign

“Remarketing allows you to reach people who previously visited your website, and match the right people with the right message.”
[Google's Remarketing Help Page](#)

How does it work?

Remarketing List: identify the key pages that you would like to track. “Tags” are provided to be implemented in the coding of that page.

Custom Combination: team these pages together to create certain actions. See Figure 1 below.

Membership Duration: time that is assigned to the remarketing list to follow the user.

Google shows your remarketing ads across the GDN, to visitors that have been to pages with the remarketing list codes.

Where do I manage my audiences?

Campaigns Tab in Adwords Interface -> Control Panel and Library (left)

| Type | Name | Description | Open / Closed ? | Membership duration ? | Tags / Rules ? | Number of users ? |
|-------------|-----------------|--------------------|-----------------|-----------------------|-----------------------------------|-------------------|
| Remarketing | Visit | Visitor to website | Open | 180 days | Visit [Tag] | 80,000 |
| Remarketing | Sale | Purchase Made | Open | 180 days | Sale [Tag] | 310 |
| Combination | Visit - No Sale | | Open | -- | all of (Visit) and none of (Sale) | 80,000 |
| Combination | Visit & Sale | | Open | -- | all of (Visit) and all of (Sale) | 290 |

Show rows: 100 1 - 4 of 4

Figure 1 - Audience Management Overview

What does it look like?

| Ad group | Status | Default Max. CPC |
|-----------------|----------|------------------|
| Visit - No Sale | Eligible | \$2.50 |
| Sale | Paused | \$0.10 |

Figure 2 - Example of Ad Group

Remarketing Opportunities...

1. Retargeting those who submitted an email but did not purchase
2. Offer promotions like 10% off or free shipping
3. Cross sell other products
4. Targeting abandon shopping carts
5. Ability to split test specific remarketing landing pages
6. Communicate specific messages to people that looked at certain pages
7. Set different “membership durations” for different products
8. Use either text or display ads
9. Test frequency capping – Remind or bombard them?

| Domain | Ad group | Clicks | Impr. | CTR |
|----------------------------------|-----------------|--------|---------|--------|
| Total - all automatic placements | | 1,751 | 647,519 | 0.27% |
| youtube.com | Visit - No Sale | 218 | 58,073 | 0.38% |
| anonymous.google | Visit - No Sale | 65 | 24,385 | 0.27% |
| ehow.com | Visit - No Sale | 40 | 7,787 | 0.51% |
| merchantcircle.com | Visit - No Sale | 34 | 953 | 3.57% |
| farmville.com | Visit - No Sale | 32 | 1,503 | 2.13% |
| wunderground.com | Visit - No Sale | 31 | 4,465 | 0.69% |
| blogspot.com | Visit - No Sale | 20 | 90 | 22.22% |
| nytimes.com | Visit - No Sale | 18 | 2,264 | 0.80% |
| mindjolt.com | Visit - No Sale | 17 | 1,126 | 1.51% |
| facebook.com | Visit - No | 17 | 2,338 | 0.73% |

Figure 3 - Example of Placements



Learn More about Rocket Clicks at www.rocketclicks.com