

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

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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



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