

Google AdWords Remarketing – Back to Basics



How many of you are aware of what remarketing is?



What strategies are
you currently using?



Quick Overview - How Remarketing Works



Image Source: <http://www.wordstream.com>

Audience Examples

Homepage Viewers



Message:

"Discover great deals"

Category Page Viewers



Message:

"Check out new arrivals"

Product or Offer Page Viewers



Message:

"30% off today only"

Cart Abandoners



Message:

"Free shipping"

Past Converters



Message:

"You may like other products like this"

Create Advanced Audiences in Google Analytics

The screenshot displays the Audience Builder interface in Google Analytics. On the left, a sidebar lists various audience categories: Demographics, Technology, Behaviour, Date of First Session, Traffic Sources, Enhanced E-commerce (highlighted), Advanced, Conditions, and Sequences. The main panel is titled 'Audience Builder' and features the 'Enhanced E-commerce' section. This section includes a description: 'Segment your users by their shopping behaviour.' Below this, there are three buttons: 'Performed any action', 'Added to basket', and 'Purchased an item'. The 'Performed any action' button is currently selected. Further down, there are five rows of configuration options, each with a dropdown menu and an input field:

- Revenue [?]: per user \downarrow = \downarrow
- Product [?]: contains \downarrow
- Product Category (Enhanced E-commerce) [?]: contains \downarrow
- Product Brand [?]: contains \downarrow
- Product Variant [?]: contains \downarrow

Segment, understand and target
your key audience

Remarketing Techniques

- Standard Remarketing
- Dynamic Remarketing
- Remarketing Lists for Search Ads (RLSA)
- Remarketing for Shopping Ads (RSA)

Do you have a remarketing strategy for:

- Black Friday?
- Cyber Monday?
- Christmas?





24 days to Black Friday



27 days to Cyber Monday



54 days to Christmas

Remarketing Ideas for the coming months

- Consider increasing your frequency cap slightly
- Segment 'qualified' users and bid appropriately at peak times
- Use advanced audience creation within Google Analytics to create audiences within a certain date range
- Use RLSA's to target users with count down ads
- Use RLSA's to target broader keywords on 'target and bid'
- Create an audience of users who bought this year during key retail times so that you can target them again next year





THANK YOU