



# hanapin marketing

*15 Audiences You Didn't  
Know You Could Remarket To  
In Google AdWords*



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Data Driven Reach. Human Driven Impact.

# 15 Audiences You Didn't Know You Could Remarket To In Google AdWords

Remarketing is an extremely valuable paid search tactic. When the business objective is to promote more sales or leads, remarketing can be a great way to target searchers who have already interacted with a brand in a specific way. The benefits of remarketing are numerous. A business can reach users while searching or viewing other websites and customize ads based on what is already known about past interactions. Furthermore, by leveraging Google Analytics Remarketing audiences can now be more complex. The great part about setting up Google Analytics Remarketing is that once remarketing is enabled on the website, audience lists can be built the same manner you would build a segment.

This white paper will cover 15 audiences that you didn't know you could use in remarketing. The focus will be on Google Analytics because that is where the creativity in list building exists.

## AUDIENCE 1: VISITORS EXTREMELY INTERESTED IN SPECIFIC PRODUCTS

The key in this list is that the target is not restricted to website visitors browsing a certain product or section of a website, but rather website visitors that visit a specific area of the website and have a time on site that is greater than a certain number. This is a great way to see the website users that are spending a real amount of time browsing a specific section of a website, and keep your audience list highly targeted.

### Conditions

Segment your users and/or their sessions according to single or multi-session conditions.

**Filter** Sessions ▾ Include ▾

Page ▾ contains ▾ /thankyou| - OR AND

**Filter** Sessions ▾ Include ▾

Time on Page ▾ per session ▾ > ▾ 3 - OR AND

+ Add Filter

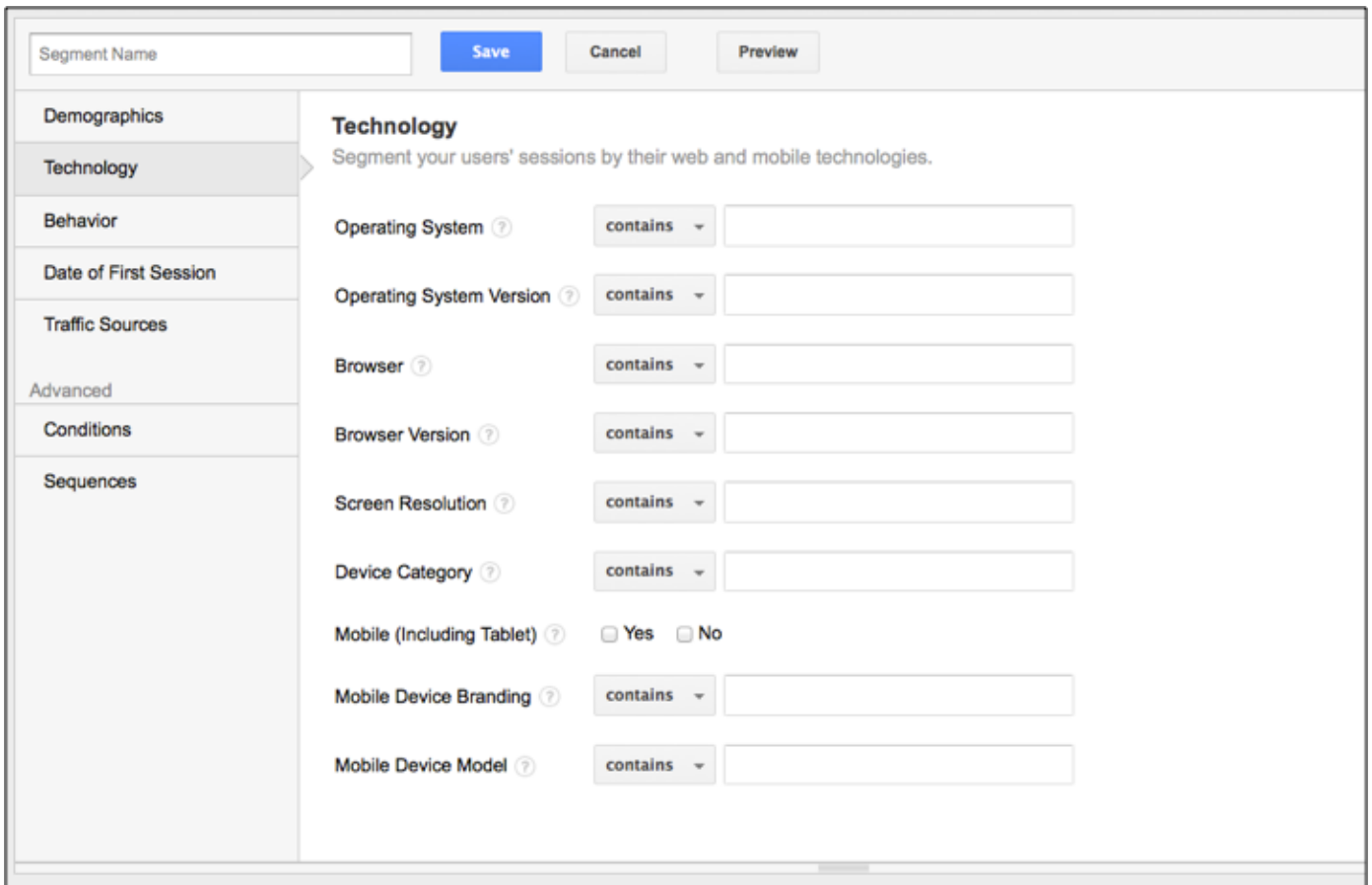
# 15 Audiences You Didn't Know You Could Remarket To In Google AdWords

## AUDIENCE 2: RETURNING WEBSITE VISITORS

Within Google Analytics, you can segment the data based on when the last visit occurred. One of the built-in custom segments you can create is for Returning Website Visitors.

## AUDIENCE 3: BY COMPUTER TYPE

Suppose a business sells products related to Apple products or finds that Apple users convert better than those using devices other than Apple. Using the Custom Segments, you can customize an audience to the Operating System.



The screenshot shows the Google Analytics Custom Segment configuration interface. At the top, there is a text input field for "Segment Name" and three buttons: "Save" (blue), "Cancel", and "Preview". Below this is a sidebar with a list of categories: Demographics, Technology (selected), Behavior, Date of First Session, Traffic Sources, Advanced, Conditions, and Sequences. The main content area is titled "Technology" and includes the instruction "Segment your users' sessions by their web and mobile technologies." It features several configuration options, each with a "contains" dropdown menu and an input field: Operating System, Operating System Version, Browser, Browser Version, Screen Resolution, Device Category, Mobile (Including Tablet) (with Yes/No radio buttons), Mobile Device Branding, and Mobile Device Model.

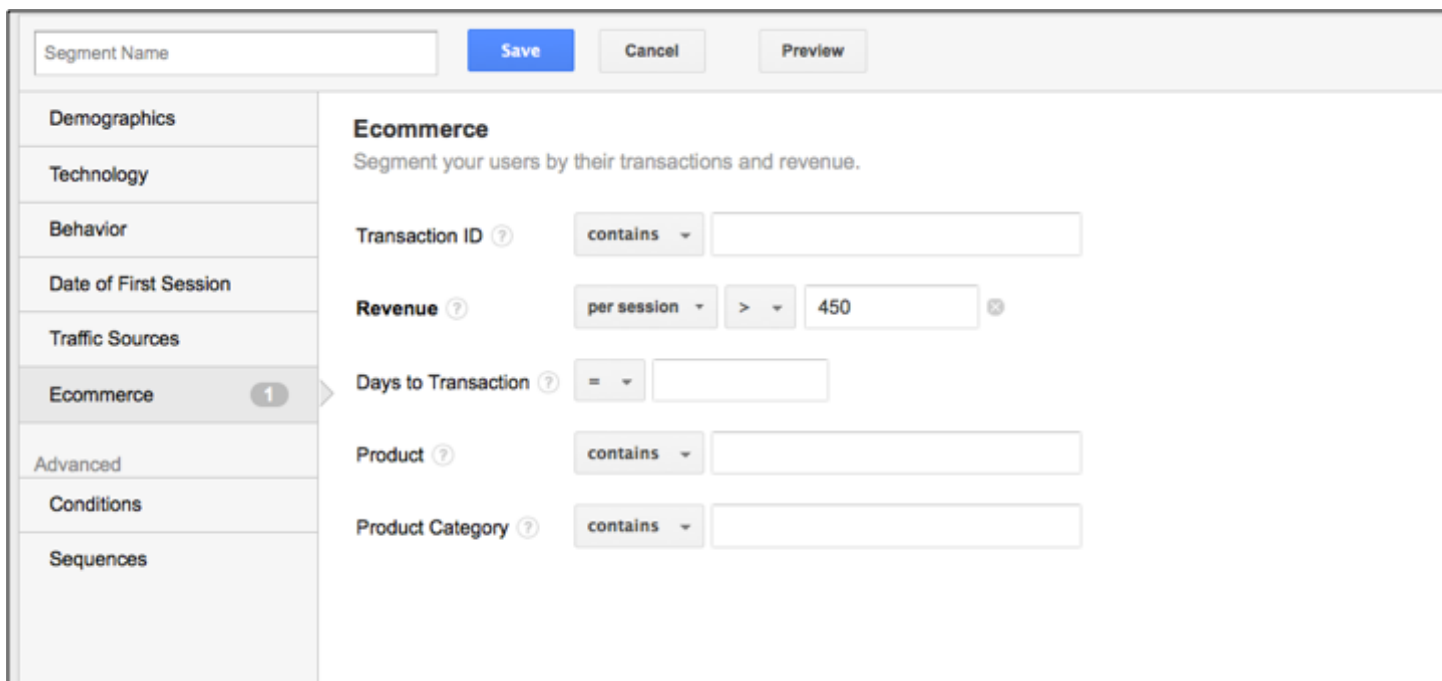
## AUDIENCE 4: HIGH WEBSITE ENGAGEMENT VISITORS

This audience can be set up either by the number of pages per session or by the time on site. Depending on the website, either metric could work to provide a good size audience for remarketing.

# 15 Audiences You Didn't Know You Could Remarket To In Google AdWords

## AUDIENCE 5: CUSTOMER'S WHO HAVE SPENT A CERTAIN AMOUNT

You can build an audience around users who have spent a certain dollar amount on the website. This could be set up as a less than or greater than, based on business goals. Perhaps you may want to target users who spent over a certain amount on the website in a list that is separate from users who spent less than a certain amount on the site.



The screenshot shows the Google AdWords audience builder interface. At the top, there is a 'Segment Name' input field, a blue 'Save' button, a grey 'Cancel' button, and a grey 'Preview' button. On the left side, there is a vertical menu with categories: Demographics, Technology, Behavior, Date of First Session, Traffic Sources, Ecommerce (highlighted with a '1' in a circle), Advanced, Conditions, and Sequences. The main content area is titled 'Ecommerce' and includes the subtitle 'Segment your users by their transactions and revenue.' Below this, there are several configuration options: 'Transaction ID' with a dropdown set to 'contains' and an empty text input; 'Revenue' with a dropdown set to 'per session', a comparison operator dropdown set to '>', and a text input containing '450'; 'Days to Transaction' with a dropdown set to '=' and an empty text input; 'Product' with a dropdown set to 'contains' and an empty text input; and 'Product Category' with a dropdown set to 'contains' and an empty text input.

## AUDIENCE 6: CUSTOMER'S WHO CONVERTED IN A CERTAIN MONTH

Another great audience would be users who converted within a certain month. Perhaps a business wants to offer a discount to entice users who converted during the Holidays to shop again. You could set up an audience to target dates between a certain date range and build a retargeting list based on this segment.



The screenshot shows the Google AdWords audience builder interface for the 'Date of First Session' segment. The title is 'Date of First Session' and the subtitle is 'Segment your users (create cohorts) by when they first visited.' Below this, there is a configuration option: 'First session' with a dropdown set to 'is between', followed by two empty date input fields with calendar icons, and the word 'and' between them.

# 15 Audiences You Didn't Know You Could Remarket To In Google AdWords

## AUDIENCE 7: BY RECENT SESSION

Suppose a business wants a list based on users who have been to the site in the prior week. This is another list that can be easily set up in Google Analytics. The days since last session can be set as a behavior.

### Behavior

Segment your users by how often they visit and conduct transactions.

Sessions ?    = ▾   

Days Since Last Session ?    = ▾   

Transactions ?    per user ▾    = ▾   

Session Duration ?    per user ▾    = ▾

## AUDIENCE 8: BY ACQUISITION CHANNEL

Using the Traffic Sources, you can segment field audiences based on the type of traffic that comes to the site. For example, lists can be set up to only retarget “organic traffic” or “social traffic”. This allows a business to create unique marketing campaigns or promotions that speak to the marketing channel.

# 15 Audiences You Didn't Know You Could Remarket To In Google AdWords

## Traffic Sources

Segment your users by how they found you.

**Filter Sessions** **Filter Users**

Campaign ? contains

Medium ? contains

Source ? contains

Keyword ? contains

## AUDIENCE 9: BY SESSION LOCATION

Remarketing audiences can be set up to target specific locations as well. The lists can be broken down into specific cities if necessary. One benefit of remarketing in this way is the ability to offer different promotions depending on the demographics of the audience. Some companies may find it easier to do business closer to home. This is a good way to apply marketing towards these potential customers.

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## Demographics

Segment your users by demographic information.

Age <sup>?</sup>  45-54  55-64  65+

Gender <sup>?</sup>

Language <sup>?</sup>

Affinity Category (reach) <sup>?</sup>

In-Market Segment <sup>?</sup>

Other Category <sup>?</sup>

Location <sup>?</sup>

**Continent** <sup>?</sup>  
Sub Continent <sup>?</sup>  
Country <sup>?</sup>  
Region <sup>?</sup>  
City <sup>?</sup>  
 Display as alphabetical list  
Continent  contains

## AUDIENCE 10: BY BRANDED KEYWORD VISITS

Another valuable audience is based on branded traffic. Users that are familiar with the brand may have a higher propensity for larger sales or more frequent conversions. This is another one of the Traffic Sources segments and can be a smart remarketing audience.

## Traffic Sources

Segment your users by how they found you.

Campaign <sup>?</sup>

Medium <sup>?</sup>

Source <sup>?</sup>

Keyword <sup>?</sup>

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## AUDIENCE 11: NON-BOUNCED VISITS

This audience is set up as any session that includes 2 or more pages. Once a user has viewed more than 2 pages on the website, the user has not bounced. If the page is a blog or a single page website, this list would not be ideal, however pages that have multiple steps and information to view could find this remarketing list useful. It would also cut down remarketing costs for users who simply view one page and leave immediately.

**Conditions**  
Segment your users and/or their sessions according to single or multi-session conditions.

Filter Sessions ▾ Include ▾

Page Depth ▾ > ▾

– OR AND

+ Add Filter

## AUDIENCE 12: BY DEVICE TYPE

This audience is based on the device.

Perhaps a business feels that mobile traffic will convert with more enticement, or that users who browse on tablets take longer to convert and can benefit from additional marketing campaign spend.

**Technology**  
Segment your users' sessions by their web and mobile technologies.

Operating System ?	contains ▾	<input type="text"/>
Operating System Version ?	contains ▾	<input type="text"/>
Browser ?	contains ▾	<input type="text"/>
Browser Version ?	contains ▾	<input type="text"/>
Screen Resolution ?	contains ▾	<input type="text"/>
Device Category ?	contains ▾	<input type="text"/>
Mobile (Including Tablet) ?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
Mobile Device Branding ?	contains ▾	<input type="text"/>
Mobile Device Model ?	contains ▾	<input type="text"/>



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## AUDIENCE 13: MULTI-SESSION USERS

Sometimes users simply need the extra nudge to convert. Audiences can be easily set up to target users who have been to the site a few times. Creating a segment based on users who have had a certain number of sessions can do this.

### Behavior

Segment your users by how often they visit and conduct transactions.

**Sessions** ?   ×

**Days Since Last Session** ?

**Transactions** ?

**Session Duration** ?

## AUDIENCE 14: SEARCH TERM LENGTH

This is an advanced way to retarget users who came to the site using long tail search keywords. In the drop down, select a regex and you can look at users that have come to the site based on a keyword that was over a certain length. The example below is based on 2 word keywords.

### Conditions

Segment your users and/or their sessions according to single or multi-session conditions.

**Filter** Sessions  ×

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## AUDIENCE 15: PERFORMED SITE SEARCH

The last unique audience that can be targeted in campaigns is users who performed site search. Perhaps in research it is found that sessions that included site search contained a specific type of user. A business could use this information to design a campaign.

**Conditions**  
Segment your users and/or their sessions according to single or multi-session conditions.

**Filter** Sessions ▾ Exclude ▾ ✕

Site Search Status ▾ contains ▾ Visits Without Site Search – OR AND

+ Add Filter

## GET CREATIVE WITH YOUR AUDIENCES

The advantage of customizing these segments in Google Analytics is that a business can get creative in marketing efforts. The more creative and intelligent the marketing lists, the more targeted the campaigns can become. Using the power of remarketing promotions can be segmented by many factors, which enhances the user experience from marketing interaction on to conversion.

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