

The logo for hanapin marketing is located on the left side of the page. It consists of a red rounded square containing a white stylized wheel with five spokes. Below the red square is a grey rounded rectangular shape.

hanapin marketing

*Google AdWords vs Google Analytics:
Dissecting Remarketing Lists*



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Google AdWords vs Google Analytics: Dissecting Remarketing Lists

In PPC, the power of remarketing is undeniable. Being able to interact with those who've already experienced your site is a huge advantage. However, we know there are those that are still struggling with the concepts of remarketing. In this whitepaper, we'll do a breakdown of remarketing lists and how you can benefit from each approach. When you have decided what works best for your campaign, we have [many resources](#) for the implementation & [tag adjustment](#) process

There are two common avenues for constructing remarketing lists: Google AdWords and Google Analytics. So what's the difference between them?

Google AdWords

SEARCH & DISPLAY LISTS

Your remarketing lists built in AdWords are able to target audiences on both the Search and Display networks. Traditional remarketing and [RLSA](#) are both awaiting you, as is the use of remarketing lists in any [Search + Display campaigns](#).

GOAL ACCOMPLISHED

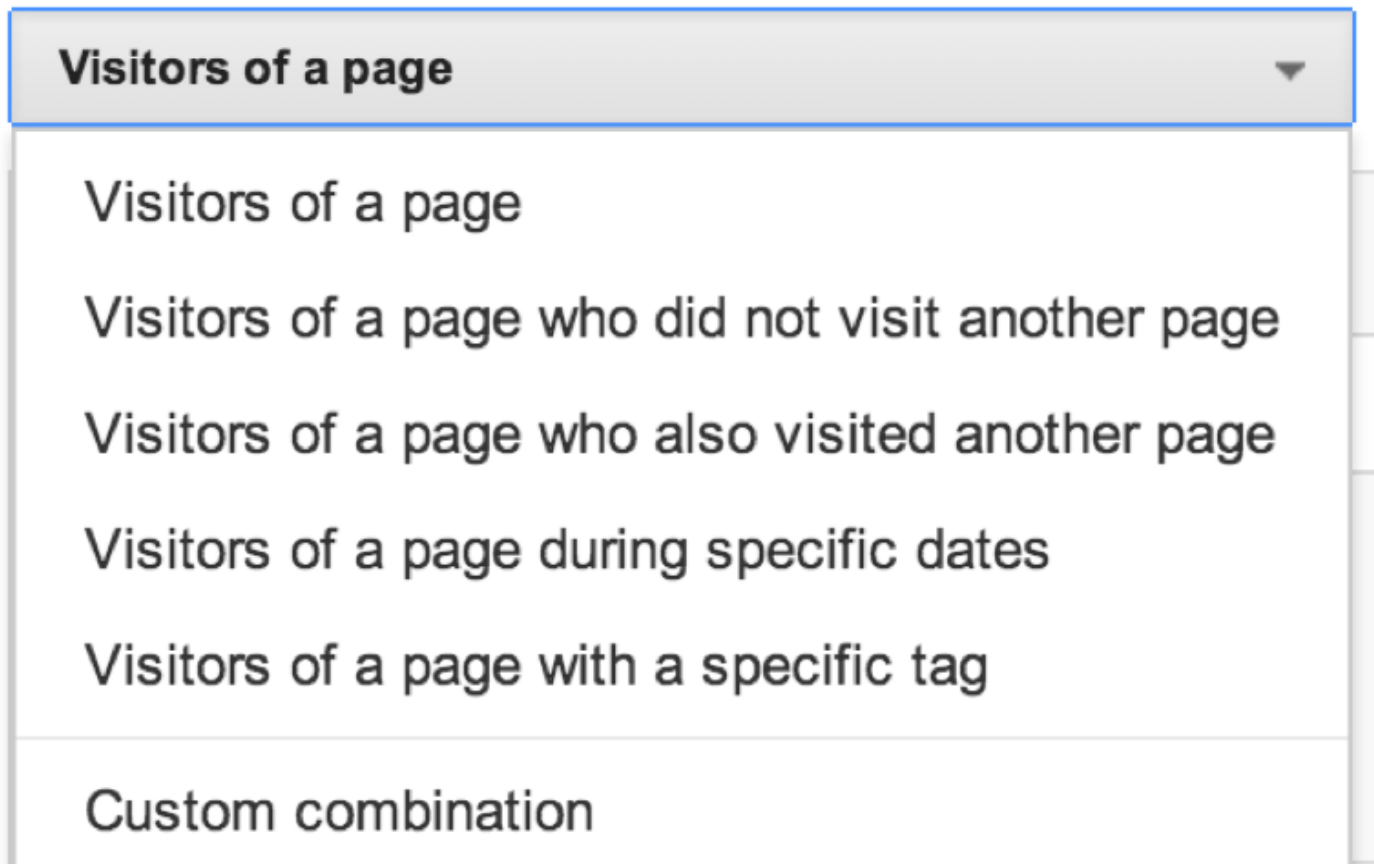
Goals typically refer to conversions. You would create a list based off those whom has either made a purchase (visitors you would commonly encourage to return for additional shopping) or those who have filled out a lead or sign-up form (visitors you would commonly exclude, as multiple leads from the same party are often unnecessary).

PAGES VISITED

The first step in creating a remarketing list is determining who you should target and who you should exclude, using the AdWords layout of "visitors of a page."

Google AdWords vs Google Analytics: Dissecting Remarketing Lists

Your choices are:



Visitors of a page ▼

- Visitors of a page
- Visitors of a page who did not visit another page
- Visitors of a page who also visited another page
- Visitors of a page during specific dates
- Visitors of a page with a specific tag
- Custom combination

These choices allow you to include those who've visited your site, exclude those who have already converted (lead gen), and build off those exhibiting optimal behavior. This behavior may be someone who has previously purchased a product. It may also be someone who has navigated to the contact form of your site, but perhaps failed to complete the conversion process.

AUTOMATIC LISTS

The beauty of working through Google is the Google benefit. In the form of remarketing lists, this benefit consists of a series of pre-set categories, such as All Visitors, Converted Users, and Cart Page, allowing you to jump right in once they've reached their [required size](#).

Google Analytics

When it comes to Google Analytics, your choices are similar to those in Google Adwords, but with so many more areas for expansion.

SEARCH & DISPLAY

The major downside to using Analytics Remarketing tags is the Display Only targeting. If you're working strictly with Analytics remarketing lists, you will not be able to use them in any Search-based remarketing.

SMART LISTS

Similar to Google AdWords "Similar To" lists, Smart Lists allow Analytics to create their own idea of who would be the target audience for your products or services. This feature allows you to market to visitors likely to convert, even if they're not on a predetermined remarketing list.

Remarketing type

- Allow Google to manage my list for me [SMART LIST] ?
- All of my users
- Users who visited a specific section of my site/app (€
- All users who completed a conversion goal
- Create my own remarketing type using Segments

Number of days to lookback: ?

Based on historical conversion data from businesses like yours, Analytics can estimate which users are most likely to convert during subsequent sessions. Remarketing to this audience allows you to optimize your marketing budget based on the users closest to converting.

PAGES VISITED

Just like AdWords, you can target audiences based on the pages they've visited, such as a Thank You page (converted users) or a Log-In page. A Log-In page may be for already-paying users or members that provide little added value when it comes to generating new leads.

Targeting "users who visited a specific section of my site/app" allows you to send distinct messages and images to those who've visited certain content. For example, if you have a list based off of visitors to the Hipster Gifts page of your site, you may want to mention the recent arrival of a new USB enabled typewriter or your wide selection of whiskey glasses.

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DETAILED TARGETING

My favorite advantage to using Analytics remarketing is the near-infinite catalog of list options. You are not limited to just the URLs that have been visited and can expand into so much more.

When creating your “custom segment” remarketing list in Analytics, you’ll be directed to this tab:

Remarketing type Allow Google to manage my list for me [SMART LIST] All of my users Users who visited a specific section of my site/app (e.g. /index.html, shirts, /cart/) All users who completed a conversion goal Create my own remarketing type using Segments

Number of days to lookback:

Demographics	Demographics Segment your users by demographic information.
Technology	
Behavior	
Date of First Session	
Traffic Sources	
Ecommerce	
Advanced	
Conditions	
Sequences	

Age 18-24 25-34 35-44 45-54 55-64 65+

Gender Female Male Unknown

Language

Affinity Category (reach)

In-Market Segment

Other Category

Location

While the Demographics option is open in this image, there are clearly many targeting choices for your list. Here is a breakdown of my favorites and how and why I may opt to use for my remarketing.

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Behavior

There are several choices available in this setting, including targeting the number of times someone has been to your site in a period of time, how recently they've been to your site, the number of transactions they've participated in, and even the length of their visit.

Demographics	Behavior Segment your users by how often they visit and conduct transactions.
Technology	
Behavior 3	Sessions ? <input type="text" value="1"/> ⊗
Date of First Session	Days Since Last Session ? <input type="text" value="3"/> ⊗
Traffic Sources	Transactions ? <input type="text" value="per user"/> <input type="text" value="="/> <input type="text"/>
Ecommerce	Session Duration ? <input type="text" value="per user"/> <input type="text" value=">"/> <input type="text" value="4"/> ⊗
Advanced	
Conditions	
Sequences	

In this example, I've chosen to target those who've been to my site more than once in my 120 day period, meaning, I want them to want to buy from me. If they've seen my site more than once, then I know they weren't completely put off by the experience. I've also established a "3 days since" setting, which means it's been more than three days since their last visit. Did they forget about me? Were they price shopping and got distracted by the whiskey glass options found at a competitor site?

My final setting for this list requires these visitors to have spent over 4 minutes on my site. This gives them time to look at products, look at product details, and perhaps even begin to assess the shipping fees and so on that accompany online orders. Because I know that for my client, the average order occurs in the 7th minute of site engagement, I want to collect a remarketing list based on folks who are exhibiting behavior similar to those who ultimately do make a purchase.

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Note! Clearly, hyper-segmentation begets two things: very targeted messaging and relatively small lists. Be sure not to over-segment before you verify that the volume is there.

Technology

In this setting, you can hone in on the performance that seems to work best. If you see strong performance in your tablet-using audience, you have the opportunity to target them with remarketing. You can break out the OS, the browser, the version, and even the branding.

Demographics	Technology
Technology	Segment your users' sessions by their web and mobile technologies.
Behavior	Operating System [?] contains <input type="text"/>
Date of First Session	Operating System Version [?] contains <input type="text"/>
Traffic Sources	Browser [?] contains <input type="text"/>
Ecommerce	Browser Version [?] contains <input type="text"/>
Advanced	Screen Resolution [?] contains <input type="text"/>
Conditions 1	Device Category [?] contains <input type="text"/>
Sequences	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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Ecommerce

The settings for ecommerce lists expand beyond just the product pages that were visited or the stages of checkout a visitor completed. Putting those lists to shame are the options for specific product purchases, revenue thresholds, and most recent purchase. Visitors making large purchases may be interested in a set of products distinct from those buying under a particular price threshold. The ability to target them specifically and use examples and language exclusive to that list is one of the best parts about [Google Analytics Remarketing](#).

Demographics	Ecommerce Segment your users by their transactions and revenue.
Technology	
Behavior	Transaction ID [?] contains <input type="text"/>
Date of First Session	
Traffic Sources ²	Revenue [?] per user = <input type="text"/>
Ecommerce	Days to Transaction [?] = <input type="text"/>
Advanced	
Conditions ¹	Product [?] contains <input type="text"/>
Sequences	Product Category [?] contains <input type="text"/>

Traffic Source

Remarketing is such a particular channel for reaching those who've been to your site. What about those who found you through a certain avenue? In this list, I'm targeting those who found my site through not just Bing, but Bing PPC. I want to know who is likely to click on a compelling ad versus the organic listing or visiting via direct search. Because I can't retarget in the Bing network, I can at least tailor my approach to identify my source overlap.

Google AdWords vs Google Analytics: Dissecting Remarketing Lists

The screenshot shows the Google Analytics interface for creating a remarketing list. On the left is a navigation menu with categories: Demographics, Technology, Behavior (3), Date of First Session, Traffic Sources (2), Ecommerce, Advanced, Conditions (1), and Sequences. The main area is titled "Traffic Sources" with the subtitle "Segment your users by how they found you." Below this are two buttons: "Filter Sessions" and "Filter Users". The filter configuration includes: Campaign (contains), Medium (exactly matches, value: cpc), Source (contains, value: Bing), and Keyword (contains).

Conditions (Build Your Own)

What I love about working within Google’s own tools is their ability to understand our need for control. While we’ve been provided with the aforementioned targeting options, we’re also given “carte blanche” to create any other type of list we might need.

I mentioned the interest in targeting those who’ve spent a certain amount of time on your site or perhaps viewed a certain quantity of products. I’ve also lovingly poked fun at the way one might target a person looking for Hipster Gifts. Well, if I want to really hone in on those who responded to my Hipster Gift ad copy and have demonstrated desired behavior, conditional lists are the way to go.

The screenshot shows the "Conditions" filter interface. The title is "Conditions" with the subtitle "Segment your users and/or their sessions according to single or multi-session c". The filter is set to "Filter Users" and "Include". The conditions are: Campaign exactly matches Hipster Gifts; AND Time on Page per user > 1; OR Pageviews per user > 2. A summary box on the right lists the conditions: Campaign: "Hipster Gifts", Time on Page > 1, and Pageviews > 2.

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The real world example below focuses on users who operate with a device set to a higher resolution as well as set to use Internet Explorer.

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

Filter Users ▾ Include ▾

Browser ▾ exactly matches ▾ Internet Explorer - OR

AND

Screen Resolution ▾ contains ▾ 640x480 - OR

OR

Screen Resolution ▾ contains ▾ 800x600 - OR

Conditions
Browser: "Internet Explorer"
Screen Resolution: contains "640x480"
Screen Resolution: contains "800x600"

Why would I do this? The product we're marketing is often purchased by an older demographic. Although we know we can target by demographic, Google often misattributes age groups simply based on a user's behavior.

Instead of accidentally targeting the wrong person based on some assumptions, creating a list based on settings that imply a certain stage of life and certain browser tendencies gives us more to work with.

When this list was put into real-life practice, we saw the following:

Target vs General	Cost	Impressions	Clicks	Conv Rate
Total	\$ 246,716.07	65036636	241652	1.78%
% of List	0.02%	0.01%	0.02%	56%

While the targeted group only made up 0.01% of the overall impressions and 0.02% of the total clicks, it had a conversion rate that was 56% higher than the campaign average. The fact that we highly qualified our targeting with the remarketing list and the subsequent messaging helped connect our ads with the appropriate users.

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CONCLUSION

While I can't promise a 56% conversion rate improvement, I can certainly identify the value of such customization. There are clearly many benefits to using Google Adwords Remarketing, Google Analytics Remarketing, or both. Make sure you take the time to identify what works best for your campaigns and then keep refining and tweaking.



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