



hanapin marketing

*The Value of Remarketing:
Bringing In Your Most
Valuable Users*



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Data Driven Reach. Human Driven Impact.

The Value of Remarketing: Bringing In Your Most Valuable Users

At this point in time, everyone within the marketing field is somewhat familiar with the term “remarketing,” whether you have experience working with it or just know of the name in passing. Remarketing has slowly become a fixture in most marketing plans - an arena that is crucial to lure new and existing customers to your products or services. While some marketing initiatives come and go, proving little to no worth to marketers and consumers alike, remarketing is only getting bigger and more crucial within digital marketing.

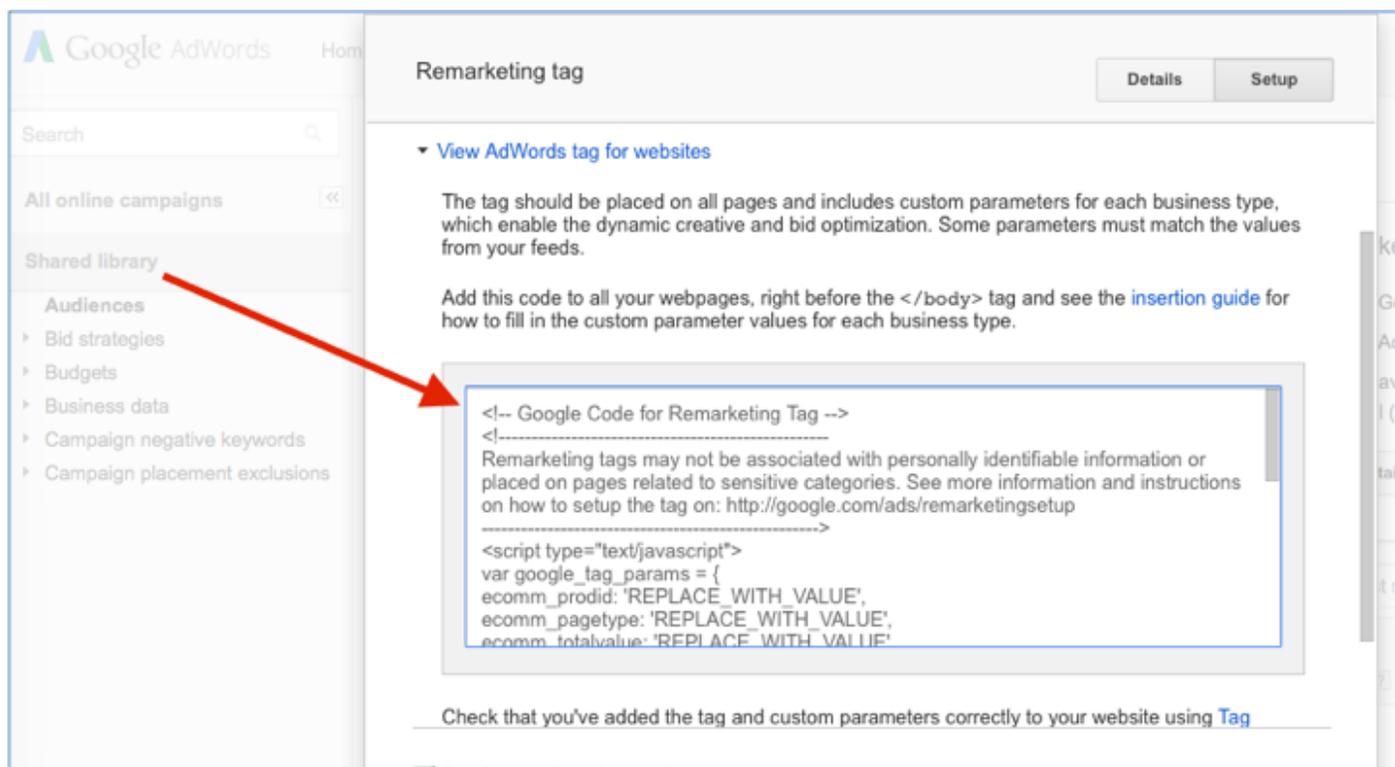
Remarketing, in a nutshell, is a tool for reaching people who have previously visited your website by dropping a “cookie” on a user’s browser when they visit your website and advertising to that user for a set period of time. While it’s much more in-depth than that, the value in marketing to these users is clear: they are all familiar with your products or services to some degree and have at least researched the idea of purchasing through your site. In this whitepaper, we’ll discuss what it takes to implement Remarketing within Google and how to best use it for your target market.

ADDING THE REMARKETING CODE TO YOUR SITE

The first thing you need to do to set up your Remarketing campaigns is to add the snippet of code to all of the pages throughout your site.

- On the left hand side of the Google interface, you should see an option on the left bar menu that says “Shared Library”.
- Once you’ve gotten to the Shared Library, click through to “Audiences”.
- Within that page, you should see on the right-hand side, information on the Remarketing Tag and you’ll have the option to “View Details”.
- That’s where you’ll find the Remarketing Tag that needs to be placed across your site.

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Google AdWords Home

Search

All online campaigns

Shared library

- Audiences
- Bid strategies
- Budgets
- Business data
- Campaign negative keywords
- Campaign placement exclusions

Remarketing tag

Details Setup

View AdWords tag for websites

The tag should be placed on all pages and includes custom parameters for each business type, which enable the dynamic creative and bid optimization. Some parameters must match the values from your feeds.

Add this code to all your webpages, right before the `</body>` tag and see the [insertion guide](#) for how to fill in the custom parameter values for each business type.

```
<!-- Google Code for Remarketing Tag -->
<!-->
Remarketing tags may not be associated with personally identifiable information or
placed on pages related to sensitive categories. See more information and instructions
on how to setup the tag on: http://google.com/ads/remarketingsetup
----->
<script type="text/javascript">
var google_tag_params = {
  ecomm_prodid: 'REPLACE_WITH_VALUE',
  ecomm_pagetype: 'REPLACE_WITH_VALUE',
  ecomm_totalvalue: 'REPLACE_WITH_VALUE'
}
```

Check that you've added the tag and custom parameters correctly to your website using [Tag](#)

CREATING REMARKETING LISTS

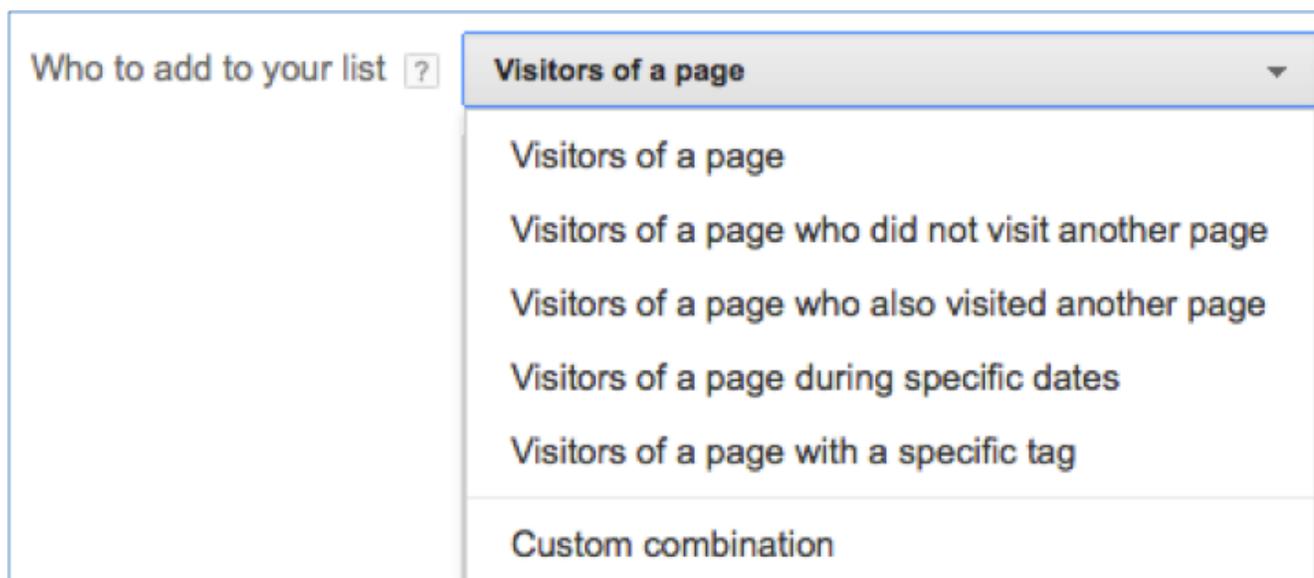
Once you have the Remarketing Tag in place across your site, you can then begin to create Remarketing lists, or “cookie pools” of people to target with your ads. After giving your new Remarketing list a name, you’ll then be asked to identify what users you want to target.

The list of options includes things like “Visitors of a Page”, which you’ll then be prompted to insert the specific URL. Remember, you can set up one campaign with as many Remarketing lists as you like and layer them to target very specific sets of people.

For example, within one Remarketing campaign, you can target people who have visited the website within the last 14 days and have not converted. The different layering choices are unlimited.

On the next page you’ll find a screenshot of the various options:

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Having a list of various targeting options helps to tailor your marketing campaign to a specific pool of potential customers, increasing your likelihood of conversion. Say your company is running a promotion for the next 30 days on a select product or service.

With Remarketing, you can target potential customers that have visited that specific promotional sale page and did not convert. With highly targeted messaging to emphasize the limited time offer, you can then advertise to these select consumers. Since these users have already shown interest in the product or service, there's a very good chance that delivering messaging speaking to the limited promotion in place could lead to a very high conversion rate, and has done so in many cases.

BUILDING YOUR REMARKETING CAMPAIGNS WITHIN GOOGLE

After identifying the users you're looking to target by building the Remarketing lists, you can begin to build out your campaign within the Google interface.

Step 1

Within Google:

- Click "+ Campaign"
- Then select "Display Network Only".
- After naming your campaign whatever you like, under "Type" there should be an option for "Remarketing - Ads targeting people who have previously visited your website".
- Once that is set up, proceed through the "Location" and "Bid Strategy" settings to your liking
- Click "Save and Continue".

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Step 2

On Step 2 of the campaign set up process, after naming your ad group, identify which Remarketing lists you'd like to incorporate into this campaign. Remember, only users who are identified from these Remarketing tags will be shown ads within this campaign. After choosing the appropriate Remarketing lists, there's a great tool on the right-hand side which shows you the "potential reach per week on the Display network". This will help give you an idea of what type of volume to expect from this specific Remarketing initiative on a week-to-week basis.

The screenshot shows the Google Ads campaign setup interface for a Remarketing campaign. At the top, there are three steps: 1. Select campaign settings (checked), 2. Create an ad group (active), and 3. Create ads. The campaign type is set to "Display Network only - Remarketing". Below this, there are fields for "Ad group name" and "Enhanced CPC" with a dollar sign icon. A table of Remarketing lists is displayed, with a search bar and a "Filter by label" dropdown. The table lists various Remarketing lists with their respective list sizes. Two lists are selected: "[Engagement Pack] Visited last 30 days" and "[Engagement Pack] Conversions > 0". On the right side, a box displays the "Potential reach per week on the Display Network" as "20M - 25M Impressions". A note below this box states: "Your potential reach may be different than shown because certain information, like your bids, budget, certain targeting methods, and ad formats, isn't included in these estimates. [Learn more](#)".

Remarketing lists	List size	
[Engagement Pack] Conversions > 0	100,000	>
[Engagement Pack] New Visitor	87,000	>
[Engagement Pack] Page depth >=20	7,100	>
[Engagement Pack] Page depth >1	54,000	>
[Engagement Pack] Page depth >10	15,000	>
[Engagement Pack] Page depth >5	26,000	>
[Engagement Pack] Past Purchasers	12,000	>

Step 3

For Step 3 of the Remarketing campaign set up, you'll need to create ad copy messaging. The best practice here is not to use existing ad messaging but tailor these ads specific to this pool of users. You'll want to take advantage of the fact that this is a highly targeted set of potential consumers that have already shown interest in your products/services. Remember, this is a form of display marketing, so you can use text ads, image ads or both.

Once Step 3 is complete, you're ready to launch your first Remarketing campaign!

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MAKING IT WORK FOR YOU

You'll find out how effective remarketing is as you continue to dive into creating new Remarketing lists and building out new campaigns. Over time, as you get more comfortable, start testing new levels of Remarketing, as well as the tailored messaging for each campaign.

For example, as a consumer begins the research phase for finding the right product for a big purchase, it's natural to shop around through Google a bit for the right price and the quality you're seeking. With Remarketing, you at least know you're in the running as a possible option for that user. Typically, as time goes on, the chance of conversion decreases depending on the length of that particular "research process", so ideally you'd like to remarket to that user while your product or service is fresh in their mind.

Maximizing Your Performance

One idea of maximizing your Remarketing efforts is to set up multiple campaigns targeting users who have visited the site at different times (e.g. people who have visited in the last 7 days, people who have visited in the last 14 days, etc.) while also testing different bidding strategies for each depending on your conversion rate. With this layered approach, you can advertise to each pool of consumers with different messaging and tailor your bid strategy to maximize overall performance and reach your targeted cost per acquisition.

If You Haven't Used Remarketing Yet

For marketing professionals who have never used remarketing before, it's never too late to start. You'll find instant value in advertising to these highly targeted pools of potential consumers and you will likely continue to expand your Remarketing efforts as you see the positive results of these campaigns. For those of you with experience in using Remarketing, there's always new testing options, whether it be new Remarketing Tags, new ad copy messaging to test or various layering of your target markets.

REMARKETING WILL ONLY GROW FROM HERE

As is the case with all areas of digital marketing, Remarketing will continue to evolve and grow to be even more targeted than it is today. While we won't know exactly what direction it will go in the future, one thing is clear: targeting potential consumers who have purchased through your site or are familiar with your products or services convert at a much higher rate and should be a part of every digital marketing plan.

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