

# Remarketing Strategies

State of Search November, 2014

### **About Me**





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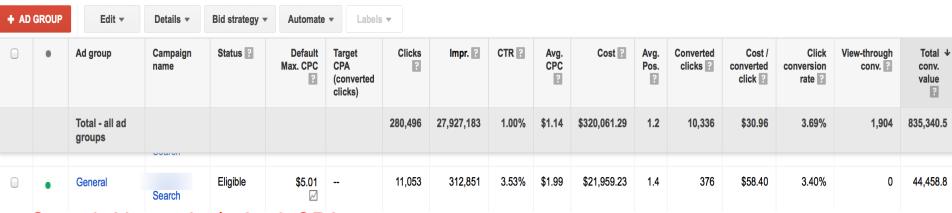


## Remarketing Process

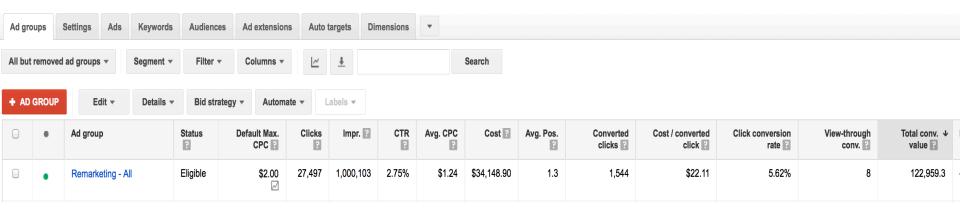
- Create a list of all behaviors of users who convert.
  - Create a list of all behaviors that don't convert.
- Create remarketing lists that capture these behaviors.
- ✓ Target the behaviors you want, exclude those you don't.

#### Be Creative!

## Case Study



Search Network: \$58.40 CPA



Remarketing: \$22.11 CPA

60% Drop in CPA!



## **Shopping Cart Abandonment**

**Scenario:** They put something in the cart, but didn't complete a sale.

**List Type:** Custom combination

Existing Cookie	Page	Expiration Date
Positive	/shopping-cart	30
Negative	/thank-you-page	30

Excuse me, you forgot to purchase.



#### **Product Abandonment**

Scenario: They put a blue shoe in their cart, but didn't purchase.

**List Type:** Custom combination

	<b>Existing Cookie</b>	Page	Expiration Date
And $\checkmark$	Positive	/blue-shoe	30
And	Positive	/shopping-cart	30
	Negative	/thank-you-page	30

Your shopping cart is waiting.



## **Anniversaries and Seasonality**

Scenario: They ordered an anniversary gift for their spouse.

**List Type:** Custom combination

And	-{

Existing Cookie	Page	Expiration Date
Positive	/anniversary-gifts	370
Positive	/shopping-cart	370
Positive	/thank-you	370
Negative	/thank-you	360

You're wife will thank me you.



## 30-Day Trials

**Scenario:** Prospect signs up for a 30-day trial. You want to remind them the trial is about to expire.

List Type: Custom combination

<b>Existing Cookie</b>	Page	Expiration Date
Positive	/trial	30
Negative	/trial	25
Negative	/thank-you	30

You're running out of time.



## Targeting Offline Prospects

**Scenario:** Your tradeshow booth passed out contest codes directing them to visit your /enter-to-win page to enter to win a prize.

**List Type:** Custom combination

Existing Cookie	Page	<b>Expiration Date</b>
Positive	/enter-to-win	30
Negative	/thank-you	30
Negative	/enter-to-win	5

Optional =

Buying my product is the real prize



## Targeting Social Media Users

**Scenario:** Create different lists from visitors logged into Google+, Facebook, or Twitter.

List Type: Tag-based

- ✓ Check if logged in
- ✓ If not, do nothing
- ✓ If so, render tag

For details please see my post on how to detect which social networks your visitors are logged into.

You are currently logged in to Facebook

You are currently logged in to Twitter

You are not currently logged in to Google

You are not currently logged in to GooglePlus

Source: http://www.tomanthony.co.uk/blog/detect-visitor-social-networks/

#### Don't miss our Google+ hangout

#### **Exclude Bad Behavior**

- ✓ Make a list of behaviors that indicate low ROI.
- ✓ Create lists with these behaviors. Exclude these remarketing lists.



## Piggyback Conversion Codes

- ✓ Import conversion goals from Analytics into Adwords.
  - ✓ Turn conversion goals into remarketing lists



#### So Much To Do

- ✓ Pricing/Packages
- ✓ RSS Subscribed
- Engagement
- ✓ Social Sharing
- ✓ Clicked Social Accounts
- ✓ Surveys
- ✓ Watch Videos
- ✓ Time On Site

- ✓ Page Views
- ✓ Funnels
- ✓ Referral Sources
- ✓ Site Search
- ✓ Transaction Amounts
- Download Product Manual
- ✓ Seasonal Items
- ✓ Email Links

Any goal becomes a remarketing list

## Facebook Remarketing

- Age
- Sex/Sexual Orientation
- Education
- Work
- Net Worth
- Parents/Moms
- Conservative/Liberal
- Voted
- Page Admins
- Blood type?
- IQ?



235,336,137 people

Facebook Categories > Life Events > Away from hometown

Description: People who are away

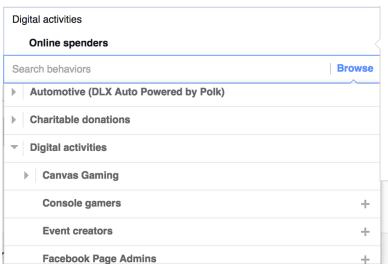
from hometown

399,791,440 people

Facebook Categories > Behaviors > Digital activities > Internet Browser Used > Primary Browser: Safari

**Description:** People who primarily connect to Facebook using Safari.

10



30,932,308 people

Facebook Categories > Behaviors
> Digital activities > Online
spenders

Description: People who have
used Facebook Credits and

**17,210,552** people

Payments platform.

Facebook Categories > Life Events > Long distance relationship

**Description:** People who are in a long distance relationship

Help: Budgetir



## Real-World Applications

- ✓ As a part of the sponsorship, State of search drops sponsor's remarketing codes on the Agenda page.
  - Create lists from review articles to promote that affiliate product, for those on page greater than 5 minutes.
- Sports Clips reminds guys they need a haircut.
  - Bar collects list of their Wednesday night karaoke patrons.
- ✓ Venue builds remarketing list from websites of all artists who perform.
  - Car wash collects list, turns ads on when it rains.

#### **RLSA**

# Remarketing Lists for Search Ads: Are. Awesome.

Copyblogger.com > [wordpress themes]
Steelers.com > "wedding venue" (HeinzField.com)

M2Talk.com > "call center"

Attorneys.com > "legal"

Vitamins.com > "symptoms"

## 39 Scripts To Try

- Pause when account spends xxx in a month.
- List all converting keywords
- Changes in CTR
- Monthly budget projections
- Pause keywords with low QS
- Increase bids on cheap converting keywords



## Thank you!

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