

# Remarketing Strategies

State of Search  
November, 2014



# About Me







# 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

+ AD GROUP		Edit ▾	Details ▾	Bid strategy ▾	Automate ▾	Labels ▾											
<input type="checkbox"/>	<input type="radio"/>	Ad group	Campaign name	Status ?	Default Max. CPC ?	Target CPA (converted clicks)	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Avg. Pos. ?	Converted clicks ?	Cost / converted click ?	Click conversion rate ?	View-through conv. ?	Total conv. value ?
		Total - all ad groups					280,496	27,927,183	1.00%	\$1.14	\$320,061.29	1.2	10,336	\$30.96	3.69%	1,904	835,340.5
		Search															
<input type="checkbox"/>	<input checked="" type="radio"/>	General	Search	Eligible	\$5.01	--	11,053	312,851	3.53%	\$1.99	\$21,959.23	1.4	376	\$58.40	3.40%	0	44,458.8

Search Network: \$58.40 CPA

Ad groups

Settings

Ads

Keywords

Audiences

Ad extensions

Auto targets

Dimensions

All but removed ad groups

Segment

Filter

Columns

Search

+ AD GROUP

Edit

Details

Bid strategy

Automate

Labels

<input type="checkbox"/>	<input type="radio"/>	Ad group	Status	Default Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Converted clicks	Cost / converted click	Click conversion rate	View-through conv.	Total conv. value
<input type="checkbox"/>	<input checked="" type="radio"/>	Remarketing - All	Eligible	\$2.00	27,497	1,000,103	2.75%	\$1.24	\$34,148.90	1.3	1,544	\$22.11	5.62%	8	122,959.3

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

And {

Existing Cookie	Page	Expiration Date
Positive	/blue-shoe	30
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

Existing Cookie	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	Expiration Date
Positive	/enter-to-win	30
Negative	/thank-you	30
Optional → Negative	/enter-to-win	5

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.

Digital activities
Online spenders
Search behaviors <a href="#">Browse</a>
▶ Automotive (DLX Auto Powered by Polk)
▶ Charitable donations
▼ Digital activities
▶ Canvas Gaming
Console gamers +
Event creators +
Facebook Page Admins +

**30,932,308** people

**Facebook Categories** > Behaviors  
> Digital activities > Online  
spenders

**Description:** People who have  
used Facebook Credits and  
Payments platform.

**17,210,552** people

**Facebook Categories** > Life  
Events > Long distance relationship

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

[Help: Budgeting](#)

# 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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