

Google AdWords Remarketing Campaign

On March 25, 2010, Google announced the launching of “Remarketing”. This AdWords feature allows AdWords advertisers to reach users as they’re browsing the web on sites within the Google Content Network. Remarketing provides advertisers a simple way to remarket to those users who reach their site by showing them tailored ads on sites throughout the Google Content Network.

In simpler terms, remarketing allows you to serve an ad across Google’s content network specifically targeted to people who have previously visited your website. This capability allows you multiple opportunities to reach consumers who:

- did not convert;
- converted;
- signed up for an email newsletter;
- abandoned a shopping cart; and
- signed up for a trial subscription.

Google provides the following example for the “Remarketing” feature on the [Google Inside AdWords blog](#):

Let’s say you’re a basketball team with tickets that you want to sell. You can put a piece of code on the tickets page of your website, which will let you later show relevant ticket ads (such as last minute discounts) to everyone who has visited that page, as they subsequently browse sites in the Google Content Network. In addition to your own site, you can also remarket to users who visited your YouTube brand channel or clicked your YouTube homepage ad.

Google provides another example of how the feature works on [AdWords Help](#):

As online shoppers look for new running shoes, they visit a popular online store, FastSneakers.com, to browse the different styles. However, many users may leave without buying anything. FastSneakers.com could add these users to a “Site Visitor” list. This will enable FastSneakers.com to reach out to these potential buyers, as they browse other websites, with a compelling call-to-action or offer that will encourage them to return to the website to complete a purchase.

The “Remarketing” feature also allows advertisers to run a number of remarketing campaigns at the same time. For example, an advertiser could offer discount game

tickets to users who've previously visited their tickets page, advertise VIP hospitality packages to users who clicked on their "How to get to the arena" page, and advertise a sale on team merchandise to users who previously visited their YouTube brand channel.

The Basics

The AdWords Remarketing feature works through a small piece of code which you can install on your homepage or any page of your site. The code, which Google calls the "remarketing tag", sends a signal to AdWords to save your visitors' cookie ID to your remarketing list. For example, if you place the code on your site's homepage, AdWords will save each and every visitor who lands on your homepage to your "Homepage List".

Then, you can create an AdWords campaign that will specifically target ONLY the people who are on your remarketing list as these people browse the Web (particularly when they visit sites that are part of Google's Content Network).

Google allows you to embed/install multiple remarketing tags on your site. For example, you can create a "Homepage Visitor" list and a "Completed Conversion" list. To do this, you will use two separate tags – one to go on your site's homepage, and another to go on your site's conversion page.

There are three steps to setting up a campaign (provided that you already have an AdWords account and that you have already created a campaign):

1. Define your audience in AdWords
2. Get a code to put on your website (this can be one or multiple pages)
3. Create an ad group and define the audiences you wish to reach

For the benefit of those who don't have an AdWords account yet, the next section teaches you how.

Creating an AdWords Account

Go to <https://adwords.google.com/um/StartNewAccount>

Help

[What is Google AdWords?](#)
[What's a Google Account?](#)
[How do I create an AdWords account?](#)
[I don't have a website. Can I still advertise with AdWords?](#)
[AdWords Beginner's Guide](#)

[Help Center](#)

Create Google Account > Set time zone and currency > Verify account >

Create Google Account

To begin creating your AdWords account, choose the user name and password you'd like to use with AdWords.

Which best describes you?

I have an email address and password I already use with Google services like AdSense, Gmail, Orkut, or iGoogle.
 I do *not* use these other services.

If you already have a Google account (i.e., a Gmail account), click on the first radio button. Otherwise, click on the second one. Clicking on the second option will allow you to create a Google account. By the way, you can use a non-Gmail address in registering for a Google account.

Create a new Google Account for use with AdWords.
Make sure your email address is correct. You must receive email there in order to verify this account.

Email:
e.g. myname@example.com. This will be used to sign-in to your account.

Password:
Minimum of 8 characters in length. [?]

Re-enter password:

Type the characters you see in the picture below.





Letters are not case-sensitive

By submitting this form, you agree to the [Terms of Service](#) & [Privacy Policy](#)

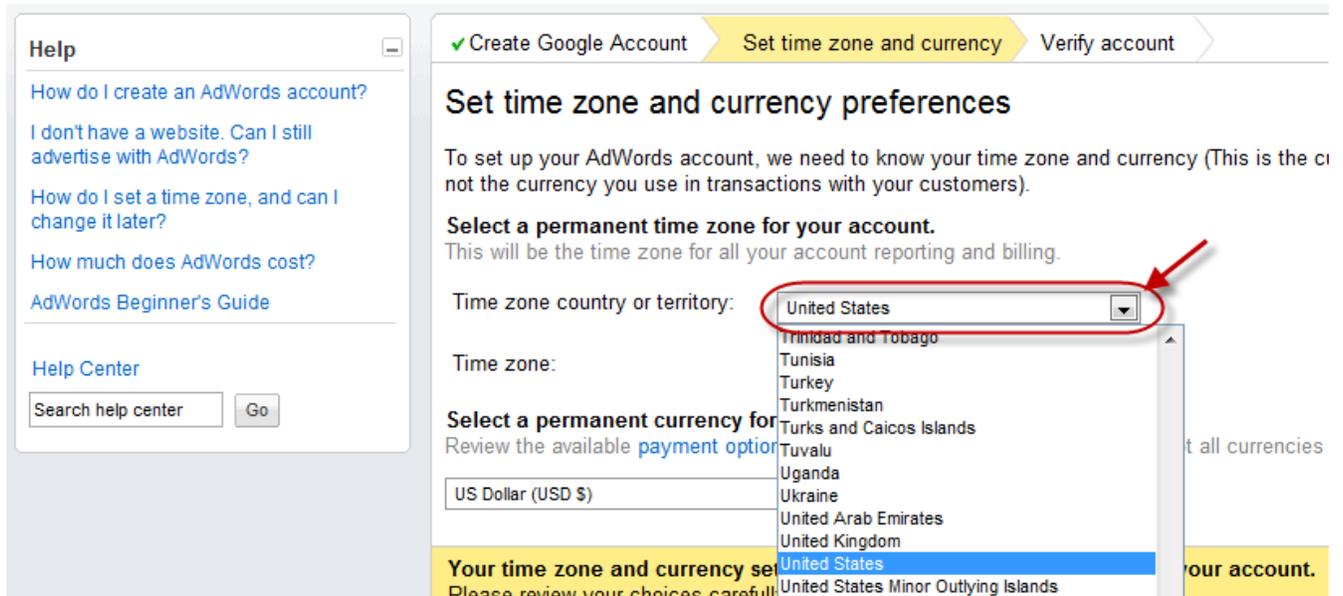
Enter your email address in the **Email** field.

Enter your desired password in the **Password** field (and re-enter it in the following field).

Enter the characters shown to verify that you're human.

Click on the **Create Account** button.

On the following page, select your country from the dropdown menu.



Help

How do I create an AdWords account?
I don't have a website. Can I still advertise with AdWords?
How do I set a time zone, and can I change it later?
How much does AdWords cost?
AdWords Beginner's Guide

Help Center

Search help center Go

✓ Create Google Account Set time zone and currency Verify account

Set time zone and currency preferences

To set up your AdWords account, we need to know your time zone and currency (This is the currency you use in transactions with your customers).

Select a permanent time zone for your account.
This will be the time zone for all your account reporting and billing.

Time zone country or territory: United States

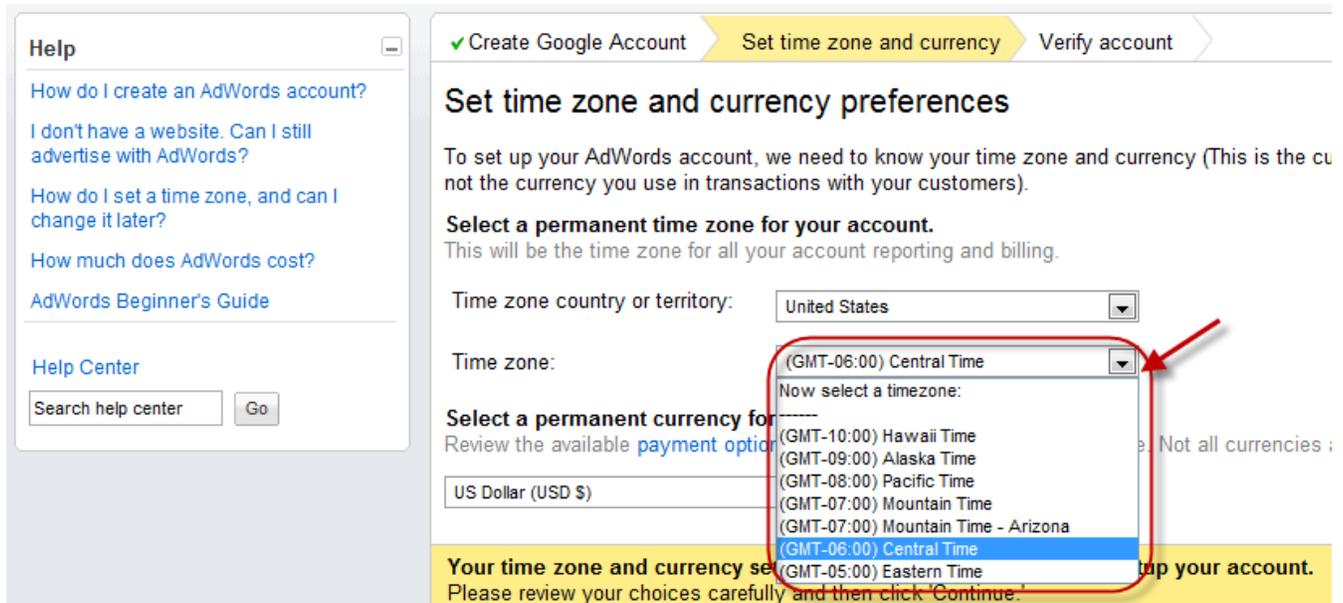
Time zone:

Select a permanent currency for your account.
Review the available [payment options](#) for all currencies

US Dollar (USD \$)

Your time zone and currency selection will affect your account. Please review your choices carefully.

Select your time zone.



Help

How do I create an AdWords account?
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Set time zone and currency preferences

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Select a permanent time zone for your account.
This will be the time zone for all your account reporting and billing.

Time zone country or territory: United States

Time zone: (GMT-06:00) Central Time

Select a permanent currency for your account.
Review the available [payment options](#) for all currencies

US Dollar (USD \$)

Your time zone and currency selection will affect your account. Please review your choices carefully and then click 'Continue.'

Select the currency for your account.

The screenshot shows the 'Set time zone and currency preferences' step in the Google AdWords account creation process. The page has a breadcrumb trail: 'Create Google Account' (checked), 'Set time zone and currency' (highlighted), and 'Verify account'. The main heading is 'Set time zone and currency preferences'. Below this, there is explanatory text: 'To set up your AdWords account, we need to know your time zone and currency (not the currency you use in transactions with your customers)'. There are two sections: 'Select a permanent time zone for your account.' with a dropdown menu showing 'United States' and '(GMT-06:00) Central Time', and 'Select a permanent currency for your account.' with a dropdown menu showing 'US Dollar (USD \$)'. A red circle and arrow highlight the 'US Dollar (USD \$)' option. A 'Help' sidebar is visible on the left with various links and a search bar.

Note that you will not be allowed to change your time zone and currency settings once you've created your account.

Click on the **Continue** button when you're done.

Check your email and click on the link provided to verify your account.

To enable Google to help you in case you ever forget your password, click on the **Add a mobile phone number** link.



Email Address Verified

Thank you for verifying your Google Account. Your account is now activated.



Add your mobile phone number

[Add a mobile phone number](#) to your account so that Google can help you if you ever forget your password. [Learn more.](#)

[Click here to continue.](#)

If you choose not to provide your mobile phone number, click on the **Click here to continue** link to proceed.

Creating Your Campaign

As mentioned earlier, for the remarketing feature to work, you must have an

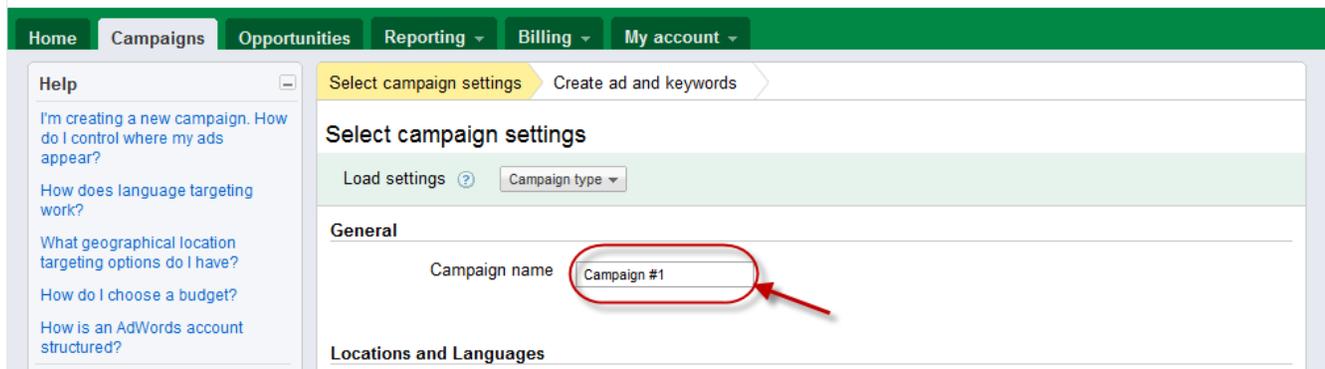
AdWords campaign. If you have never created a campaign yet, here's how.

Picking up from where we left off in the previous section (after creating your account)...

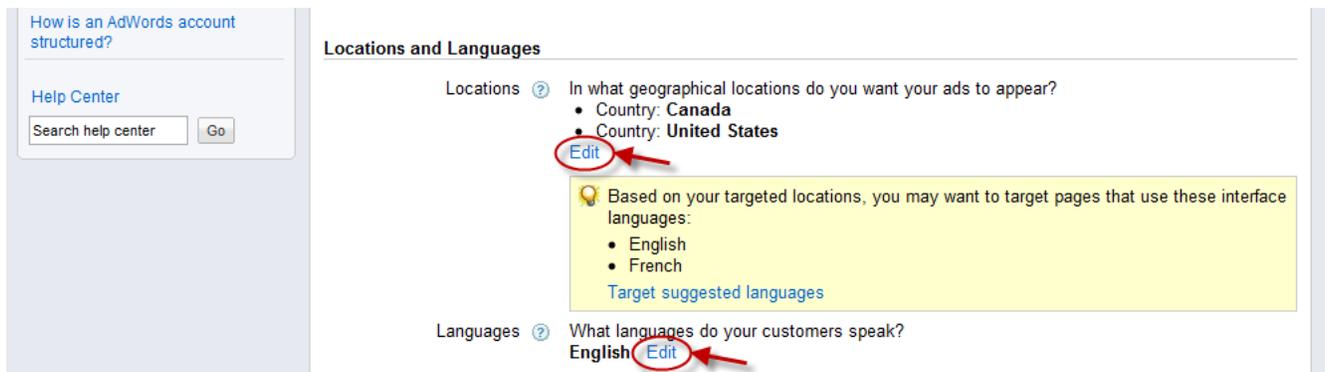
If you click on the **Click here to continue** link, you will be brought to your AdWords account dashboard.

This being your first time to use AdWords, you should see a **Create your first campaign** button. Click on it.

On the following page, enter a name for your campaign in the **Campaign name** field.



Choose your ad's target location/territory and language. To modify these settings, click on the corresponding **Edit** link for each.



By default, your campaign/ad will be displayed on both Google search and content networks. If you want to have your ad displayed only on Google search or only on the content network, click on the radio button labeled **Let me choose**. This will display more options. But for the remarketing feature to work, make sure that content networks is selected.

Networks and devices

- Networks  All available sites (Recommended for new advertisers)
 Let me choose... 
- Devices  All available devices (Recommended for new advertisers)
 Let me choose...

Click on your desired settings.

Networks and devices

- Networks  All available sites (Recommended for new advertisers)
 Let me choose...
- Search Google search
 Search partners (requires Google search)
- Content Content network
 Relevant pages across the entire network 
 Relevant pages only on the placements and audiences I manage 

Also, by default, your campaign is set to be displayed on all devices (i.e., desktop computers and mobile devices). If you want your ad to be displayed only on certain types of devices, click on the radio button labeled **Let me choose**. This will display more options.

- Devices  All available devices (Recommended for new advertisers)
 Let me choose... 
- Desktop and laptop computers
 iPhones and other mobile devices with full Internet browsers
 [Advanced device and carrier options](#)

Just so that you know, AdWords also provides you with additional targeting options for mobile devices such as operating systems and carriers.

Moving forward...

Enter your (maximum) daily budget for your ad.

Bidding and budget

Bidding option  Basic options | [Advanced options](#)

Manual bidding for clicks

Automatic bidding to try to maximize clicks for your target budget

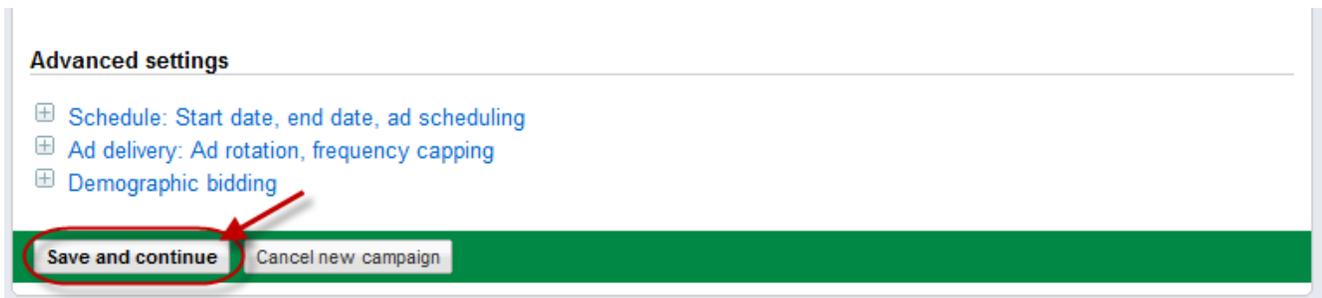
CPC bid limit  \$

Budget  \$ per day (Format: 25.00)

Daily budget represents your average spend over the month; actual spend on a given day may vary.

 [Position preference, delivery method \(advanced\)](#)

Click on the **Save and Continue** button when you're done.

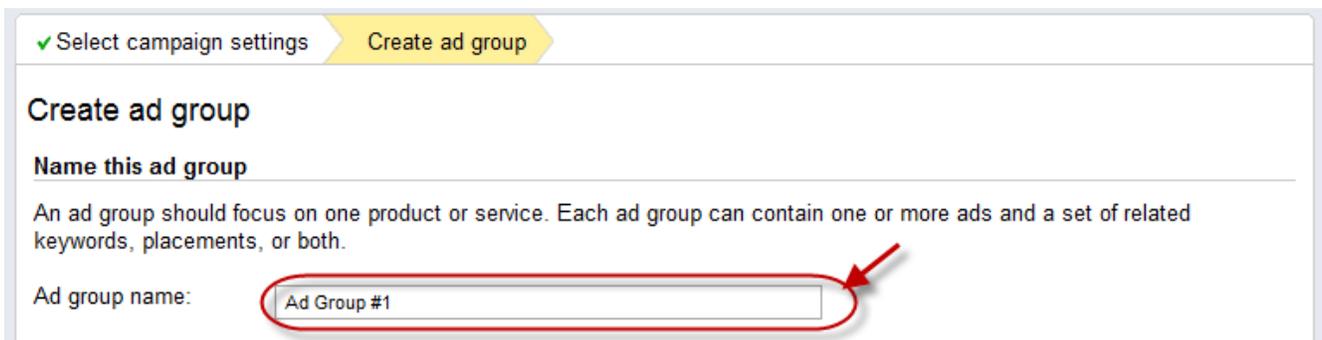


Advanced settings

-  [Schedule: Start date, end date, ad scheduling](#)
-  [Ad delivery: Ad rotation, frequency capping](#)
-  [Demographic bidding](#)

Save and continue Cancel new campaign

On the following screen, enter a name for your ad group...



✓ Select campaign settings Create ad group

Create ad group

Name this ad group

An ad group should focus on one product or service. Each ad group can contain one or more ads and a set of related keywords, placements, or both.

Ad group name:

Click on the type of ad you want to create. In the sample below, we are creating a text ad.

Enter the headline of your ad in the **Headline** field.

Enter the first description line of your ad in the **Description line 1** field.

Enter the second description line of your ad in the **Description line 2** field.

Enter your ad's display URL in the **Display URL** field.

Enter your ad's destination URL (your ad's landing page's URL) in the **Destination URL** field.

Create an ad

Text ad Image ad Display ad builder Mobile ad (WAP only)

Enter your first ad here. You can create more ads later. [Help me write an effective text ad.](#)

Headline	Wonderful White Teeth
Description line 1	Pearly white teeth
Description line 2	for a wonderful smile
Display URL	www.wonderful-white-teeth.com
Destination URL 	http://  www.wonderful-white-teeth.com

Ad preview

[Wonderful White Teeth](#)
Pearly white teeth
for a wonderful smile
www.wonderful-white-teeth.com



Enter the keywords for your ad..

Keywords

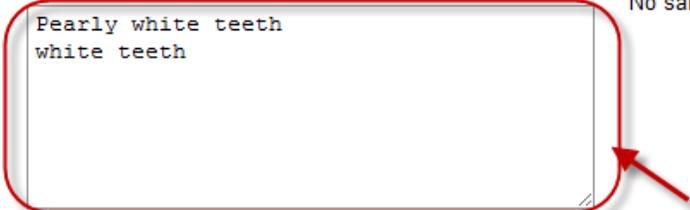
[Select keywords](#)

Your ad can show on Google when people search for the keywords you choose here. These keywords will also automatically find relevant sites on the Content Network to show your ads. Start with 10 to 20 keywords that relate directly to your ad. You can add more keywords later. [Help me choose effective keywords.](#)

Enter one keyword per line. [Add keywords by spreadsheet](#) Sample keywords, based on a scan of your site
No sample keywords available.

Pearly white teeth
white teeth

[Estimate search traffic](#)



Click on the **Save and continue to billing** button when you're done.

Placements

+ Select managed placements

 **This campaign is incomplete. Before your ads can run, you must complete the following tasks: Add at least one keyword or placement.**
Note: You can save this incomplete campaign and complete these tasks later.

Back **Save and continue to billing** Set up billing later

In the **Billing** tab, select the country/territory where your billing address is located and click on the **Continue** button.

Google AdWords

Home Campaigns Opportunities Reporting Billing My account

Account Setup

1. Select the country or territory where your billing address is located.
This choice may affect the [payment options](#) you'll have in the next step.

Select a country or territory:

Continue »

Enter your business name in the **Business name** field. You may leave this blank if you so choose.

Enter your name in the Contact name field.

Enter your complete (billing) address in the **Street address, City, State, and Zip code** fields.

Enter your phone number in the **Phone number** field.

Click on the **Continue** button.

Home Campaigns Opportunities Reporting Billing My account

Help

- How much does AdWords cost?
- Can I switch my currency after setting up my account?
- How do I redeem a promotional code?
- When do my ads start running and accruing costs?

Help center

Search help center Go

Set up your profile Choose your payment options Agree to Terms a

Set up your billing profile

Business address ?

Business name Optional

Contact name ?

Street address

City

State

Zip code

Country

Phone number Example: (201) 234-5678

« Back Continue »

Choose your desired payment method.

Home Campaigns Opportunities Reporting Billing My account

Help

- How secure is my payment information?
- How do I redeem a promotional code?
- When will I first be automatically charged?
- What is the automatic payments billing option?
- What is a backup credit card.

Help center

Search help center Go

Set up your profile Choose your payment options Agree to Terms and Conditions

Choose your payment options

How you pay

Automatic payments

- Your ads typically start running almost immediately after submitting your billing information.
- Pay only after you accrue costs, and make additional payments whenever you'd like.
- We automatically charge you when you reach your billing threshold or 30 days after your last automatic payment, whichever comes first. [Learn more](#)

What you pay with

- Bank account Payments will be directly debited from your bank account, which means that you won't be impacted by credit card limits or late fees. [Learn more](#)
- Credit card Payments will be charged to your credit card. [Learn more](#)

Do you have a promotion code? ? [Enter it here](#)

« Back Continue »

Note that you'll be charged a \$5.00 activation fee with your first payment. ?

Enter the necessary details for your chosen payment option.

For the bank account option, you must provide your account holder name, account type, bank account routing number, and bank account number.

Bank account

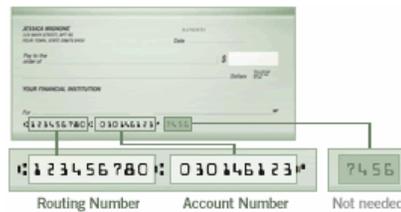
Payments will be directly debited from your bank account, which means you won't be impacted by credit card limits or late fees.

Important notes:

- By selecting this option, you are confirming that you are an AdWords business customer. [?](#)
- You must have an active U.S. bank account to process direct debit payments.

Account holder name

Account type [?](#) Checking Savings Business



Example showing routing and account numbers

Bank account routing number

Bank account number

For the credit card option, you need to provide your credit card number, your credit card's expiration date, your credit card's verification code, the cardholder's name, and the complete billing address associated with the credit card you're using.

Credit card

Credit card number



Expiration date 4 2010

Verification code [What's this?](#)

Cardholder name

Billing address [?](#)

Country/Region [?](#) United States (US)

Street address 25th street corner 12th avenue

City New York

State New York

Zip code 10002

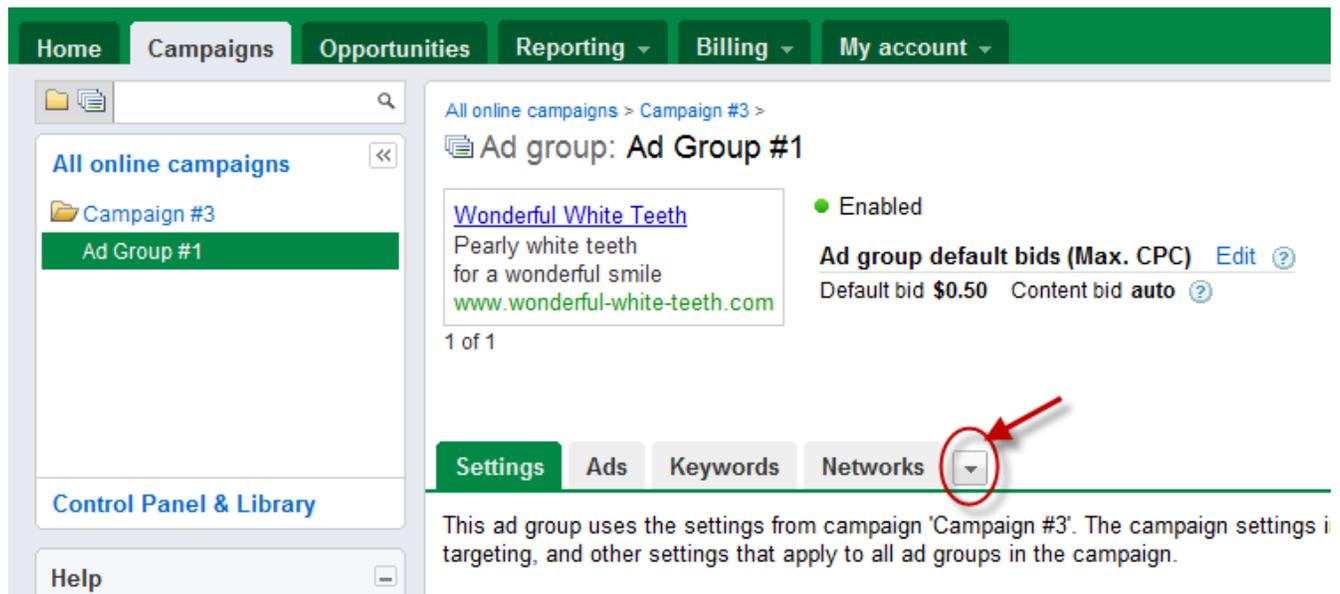
After you've filled out all the necessary information, click on the **Continue** button.

In the least step, you will be asked to agree to AdWords's terms and conditions.

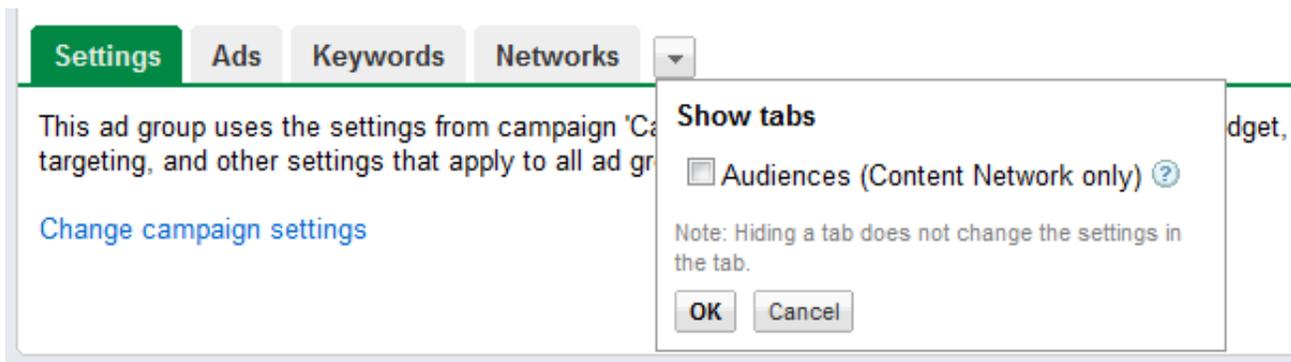
Once you've done that, your ad will begin to run immediately.

Enabling the Remarketing Feature

Once you've finished creating your ad, go to the Campaigns tab of your account and click on the downward pointing arrow at the end of the tabs row.



Click on the tick box labeled **Audiences** and click **OK**.



Click on the **Audiences** tab and click on the **Add audiences** button.

Apr 23, 2010 Apr 29, 2010

Targeting by audience (Content Network only)

You can target groups of users who visit certain parts of your website, or demonstrate certain interests, and show specific ads to them as they browse the Google Content Network. [Learn more](#)

For example, a retailer could target users who browsed the "home electronics" section of the site, and show home electronics ads.

Getting started

Click "+Add audiences" and define specific groups of users you'd like to reach. Then, you can create specific ads and matching bids for each audience.

[+ Add audiences](#)

Click on the **Create and manage lists** link.

Add audiences

Select audiences to reach people based on their interests. [Learn about audience strategies.](#)

Add audiences from these lists (0) Selected audiences (0)

Remarketing lists ?	Lists	Global users ?
Custom combinations ?	There are no remarketing lists in this account. To create a new remarketing list, click the "Create and manage lists" link below.	
	Create and manage lists ?	

Click on the **New audience** button...

Audiences

[New audience](#) [?](#)

Type	Name	Description	Open / Closed ?	Membership duration ?	Tags / Rules ?	Number of users ?
There are no audiences in this account. You can add audiences by clicking the "New audience" button above.						

... and click on **Remarketing list**.

Audiences

New audience ▾

Remarketing list

Custom combination

on

Open / Closed ?

Membership duration ?

Tags / Rules ?

Number of users ?

There are no audiences in this account. You can add audiences by clicking the "New audience" button above.

Enter a name for your remarketing list in the **Remarketing list name** field.

Enter a description for your remarketing list if you like. This part is optional.

In the **Membership duration** field, enter how long (number of days) a visitor should be a member of this audience.

Choose a "tag". If you choose the **Create new remarketing tag** option, what you have entered as the name of your list will be used as the tag for your list. On the other hand, if you choose the **Select from existing tags** option, you will be enabled to choose from a list of tags you've created before (considering that you've already used the remarketing feature in the past).

Audiences

Important

Please review the [Remarketing program policy](#) to learn more about what you need to include in your site's privacy policy, and which sensitive categories of sites cannot use this feature.

New remarketing list

Remarketing list name

Description
Optional

Membership duration days

Tags ? Create new remarketing tag

 Add the remarketing code to all your pages visited by users whom you'd like to add to this list. To access the code, click the link in the **Tags / Rules** column below.

Select from existing tags

Save

Cancel

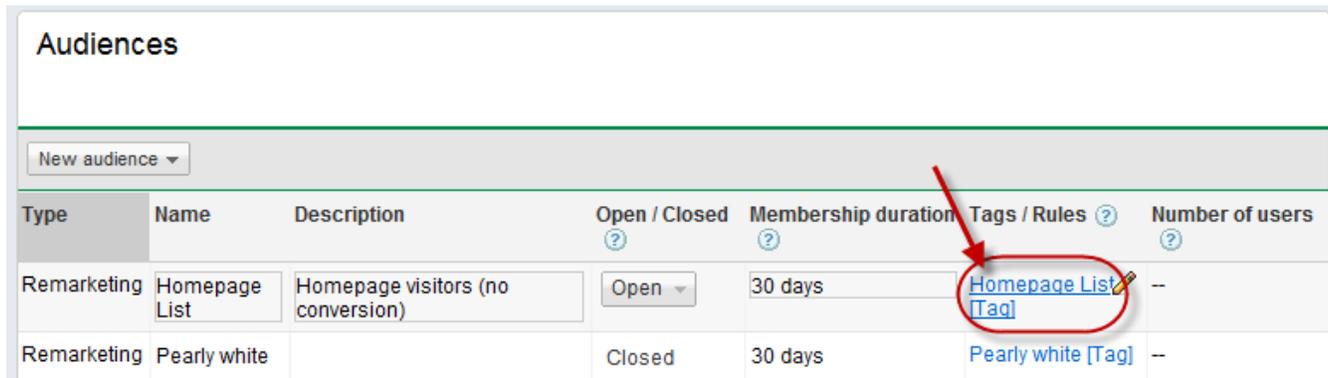
Finally, click on the **Save** button.

Repeat the process to create additional lists.

The Remarketing Tag

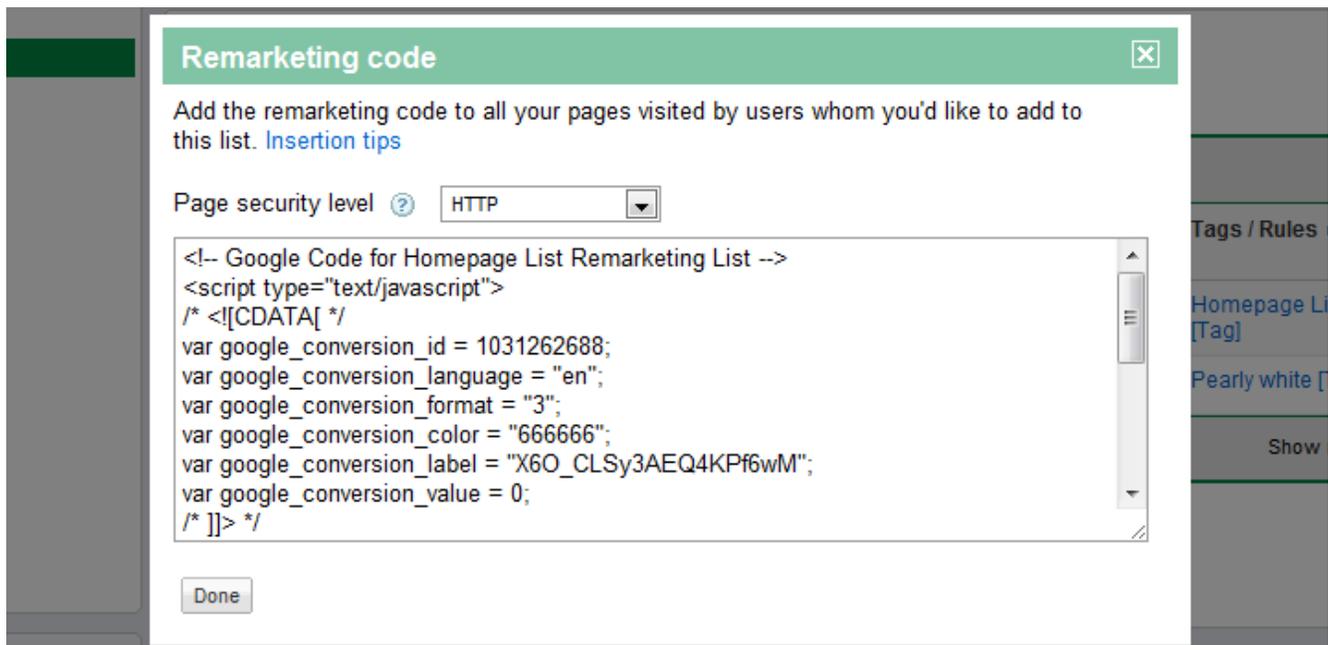
The remarketing tag is the piece of code that you need to install on your site to make your remarketing campaigns work.

Click on the tag of the audience/list you have created.



Type	Name	Description	Open / Closed	Membership duration	Tags / Rules	Number of users
Remarketing	Homepage List	Homepage visitors (no conversion)	Open	30 days	Homepage List [Tag]	--
Remarketing	Pearly white		Closed	30 days	Pearly white [Tag]	--

This will open a popup box that contains a script.



Remarketing code

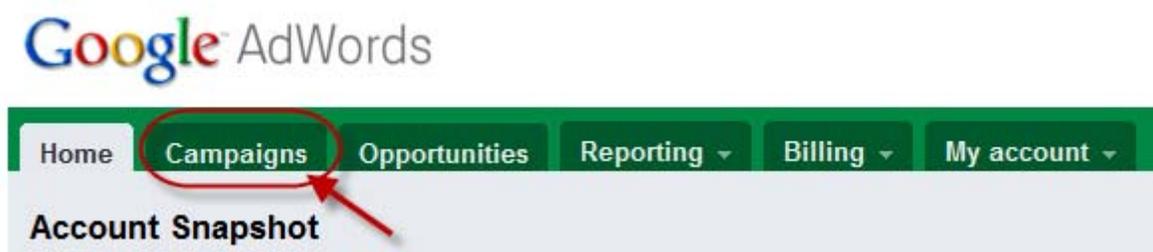
Add the remarketing code to all your pages visited by users whom you'd like to add to this list. [Insertion tips](#)

Page security level ? HTTP

```
<!-- Google Code for Homepage List Remarketing List -->
<script type="text/javascript">
/*  */
var google_conversion_id = 1031262688;
var google_conversion_language = "en";
var google_conversion_format = "3";
var google_conversion_color = "666666";
var google_conversion_label = "X6O_CLSy3AEQ4KPf6wM";
var google_conversion_value = 0;
/* ]]&gt; */</pre><p>Done</p></div></div><div data-bbox="88 804 523 825" data-label="Text"><p>Copy and paste the code into your web page.</p></div><div data-bbox="88 845 526 866" data-label="Section-Header"><h2>Assigning a List/Audience to an Ad Group</h2></div><div data-bbox="88 886 852 908" data-label="Text"><p>After creating your list and installing the code on your page, the next thing you</p></div>
```

should do is to assign the list to an ad group. Considering that we've already created an ad group earlier, we could either assign our list/audience to that ad group OR create a new ad group for it. In this example, we are going to assign our newly created list/audience to the ad group we created earlier.

Click on the **Campaigns** tab.



Click on your campaign.

Campaign	Budget	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)	View-through Conv.
Campaign #4	\$30.00/day	Eligible	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0
Total - all but deleted campaigns			0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%	0

Click on your ad group.

Ad group	Status	Default Max. CPC	Managed Placements Max. CPC	Content Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)
Ad Group #1	Eligible	\$1.00	\$1.00	\$1.00	0	0	0.00%	\$0.00	\$0.00	0	0	\$0.00	0.00%

Click on the **Audiences** tab.

All online campaigns > Campaign #4 >
Ad group: Ad Group #1

Last 7 days
Jun 5, 2010 - Jun 11, 2010

[Wonderful White Teeth](#)
Pearly white teeth
for a wonderful smile
www.wonderful-white-teeth.com
1 of 1

● Enabled
Ad group default bids (Max. CPC) [Edit](#) ?
Default bid \$1.00 Managed placements bid \$1.00 Content bid \$1.00

Settings Ads **Keywords** Networks **Audiences** ▾

All but deleted
Keywords ▾ Segment ▾ Filter ▾ Columns | [↶](#) [↷](#) Search

These keywords refine search, and determine which placements are good matches for your ads.

Click on the **Add audiences** button.

Settings Ads Keywords Networks **Audiences** ▾

All but deleted
Audiences ▾ Filter ▾ Columns | [↶](#) [↷](#)

[View Change History](#)

Targeting by audience (Content Network only)
You can target groups of users who visit certain parts of your website, or demonstrate certain interests, and show specific ads to them as they browse the Google Content Network. [Learn more](#)
For example, a retailer could target users who browsed the "home electronics" section of the site, and show home electronics ads.

Getting started
Click "+Add audiences" and define specific groups of users you'd like to reach. Then, you can create specific ads and matching bids for each audience.

[+ Add audiences](#)

Click on the **Add** link that corresponds to the list/audience you want to assign to your ad group.

Add audiences
Select audiences to reach people based on their interests. [Learn about audience strategies.](#)

Add audiences from these lists (1) Selected audiences (0)

Remarketing lists ?	Lists	Global users ?	
Custom combinations ?	Homepage List	--	add

You should see your list/audience appear under **Selected audiences**.

Add audiences

Select audiences to reach people based on their interests. Learn about [audience strategies](#).

Add audiences from these lists (1)

Remarketing lists ?	Lists	Global users ?	
Custom combinations ?	Homepage List	--	added

Selected audiences (1)

Homepage List	remove
---------------	------------------------

Tips

There are a lot of things you can do with the remarketing feature.

For example, you can use the remarketing feature to “pull back” audiences who have abandoned their shopping carts.

You can create an ad for them that says something like:

```
(Your company name) misses you  
We still have the items in your shopping  
cart if you'd like to revisit them.
```

Or encourage them to proceed with their purchases by offering them discounts with an ad that says something like:

```
We still have the items in your shopping cart.  
Use code10 and get 10% off  
on all the items in your cart.
```

In addition to ads, you can also create special landing pages for them.

As mentioned earlier in this document, it's not only non-converters and shopping cart abandoners that you can remarket to. You can remarket to just about any kind of visitor that comes to your site. An example would be to use the remarketing feature to inform past buyers of new products or special offers. You can also use the remarketing feature to simply remind them of your company/business.

The possibilities are endless. If you can put a code on a page, you can define an audience.

The Downside

As good as the remarketing feature may sound, it does have one limitation. Remarketing audiences do not become live until there are five hundred active cookies. If you segment your audience with too small a sample, your remarketing campaigns may never become active.