



# REMARKETING CHEAT SHEET

## WHAT IS 'REMARKETING'?

Remarketing, as a process, is the use of cookies to track a consumer's progress through your site with the intention of using this data to inform how you advertise to this specific consumer in the future.

Or, as Google put it themselves:

*"Remarketing helps you to reach people who have visited your website or used your app. Previous visitors or users can see your ads as they browse websites that are part of the Google Display Network, or as they search for terms related to your products or services on Google."*



### Site Visit

In order for remarketing to work, your consumer must visit your site for the data collection to begin.



### Cookie Tagging

Once your consumer has arrived at your site, they are 'tagged' with a cookie.



### Audience Lists

These cookies track progress through your site, seeing where consumers go, what they look at, whether or not they make a purchase. These actions can be organised into lists by behaviour types.



### Analyse

These lists are then analysed for historic performance, to establish expectations.



### Targeting

Once your analysis is completed, you can then begin to choose how best to target consumers - maximum bids, frequency capping etc.



### Ad Creation

By this point, you will know a substantial amount about what your visitors are interested in and what point in the buying cycle they're at, this is then distilled into ad creation (see [our blog on writing effective ad copy](#)).



### Re-Analyse

As you would expect, once the ads are set live, there must follow a second period of analysis in order to establish whether your initial estimates were, or were not correct, this is an important part of any data-driven strategy.



### Optimise

Using the data gathered during the analysis of the live campaign and knowledge of subsequent site visits, the ads and campaign can be tweaked to improve future results.



### Repeat

For the best results, this must be an organic process, and analysis and optimisation must be ongoing. Though it may require less attention less regularly as a campaign develops, results should never be taken for granted.

Want to know more about search marketing? From SEO to PPC and everything in between, you can find it in our wide variety of [resources](#), [blogs](#) and [infographics](#). Or alternatively, why not contact us for your [free PPC analysis and review](#)?