

RETARGETING STRATEGIES

-CHEAT SHEET

Retargeting (also known as remarketing) allows you to re-engage people who have previously visited your website or used your app by showing them personalised, dynamic 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. Effectively, they give you another bite of the cherry.



WHAT ARE THE BENEFITS OF RETARGETING?

Gaining access to users most likely to buy

By reaching out to people who have already interacted with your business, you can remind them of the products in which they've showed interest and, in many cases, to finish a transaction. As they've already shown intent, they're more likely to convert.

Tailored messaging

By customising remarketing lists, you can create messages specific to audience activities. For example, a "shopping basket abandoners" list to show ads to the people who have added something to their basket but didn't complete the transaction.

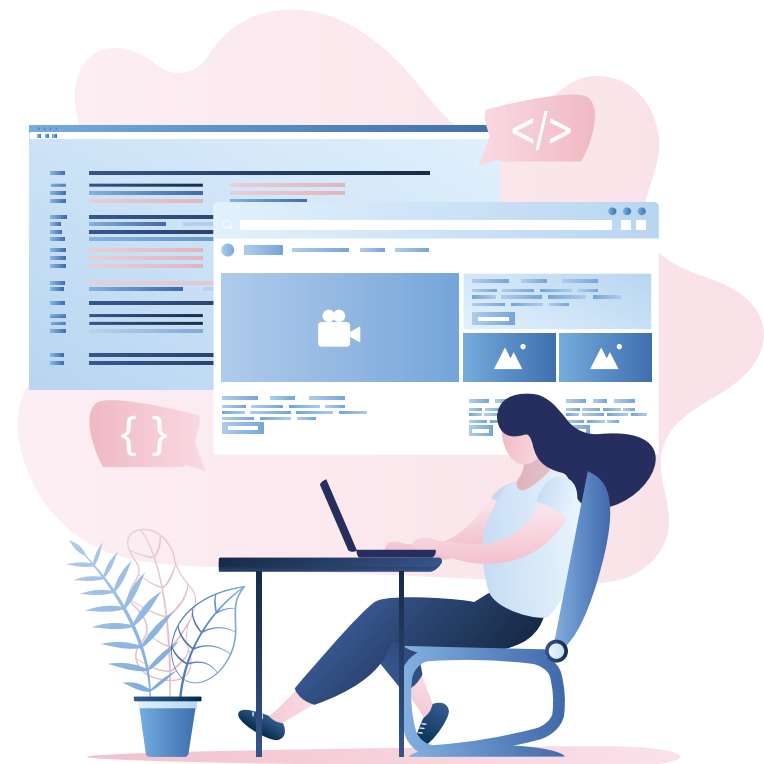
Efficient pricing

Retargeting also allows you to expand profitably. As conversion rates tend to be higher for returning visitors, you can build in more generic terms that will only show to returning customers. The lower conversion rates inherent in generic terms are offset by the higher conversion rates for returning customers.

This means retargeting can be a more cost-effective way to convert additional customers as, generally, CPC can be much lower.

HOW DOES IT WORK?

When someone visits your site, a line of code on your site drops a cookie into their browser. Then, when this person visits other websites, the cookie notifies ad networks hosted by your retargeting provider to serve them your ad. This strategy allows your ad to be placed into a far-reaching ad network.



RETARGETING AND THE BUYER'S JOURNEY

As with any type of online advertising, you need to tailor your ads to the appropriate stage of the purchase funnel.

UPPER FUNNEL – Awareness

Arrival on your homepage demonstrates an initial interest or brand awareness. With use of retargeting cookies, visitors that have gone no further than your homepage can be targeted with branded ads to educate them on the scope and variety of products available through your site.



MID FUNNEL - Consideration/Preference

Dynamic remarketing

This is for those consumers that showed an initial interest, but for whatever reason were drawn away from the page. This approach aims to get products in front of the consumer that they have already viewed, as well as other similar products. By visiting a product page they have acknowledged a need, this kind of ad is to show them various ways of fulfilling that need with the intention of drawing them back in. See more on this further on.

High engagement remarketing

This variety of remarketing is really to re-engage with consumers that have shown a consistent high engagement with products or services previously (be careful to set your parameters for what constitutes 'high engagement' carefully, for this variety of ad you really want to be targeting users with high time on site/page views to make the most of the campaign). By showing products and services similar to those with which they have previously engaged, you can capitalise on an already high level of interest.

Previous purchase remarketing

Clearly those consumers that have already made a purchase will have been delighted with your supply and aftersales services, now is the time to begin offering them linked products and services – whether this is by way of offering accessories for electronic or fashion purchases, or service extensions and upselling packages, this method of marketing seeks to capitalise on a consumers previous enjoyment of your offering and increase their attachment to your brand for subsidiary or follow-up purchases.

LOW FUNNEL - Purchase/Loyalty

Google Shopping Campaigns

Consumers with an easily defined, high intention to purchase can be targeted specifically with image and promotion based ads, which seeks to capitalise on their high intent searches. By ensuring your products and services are in front of them at this stage, you have a much higher chance of reaping the conversion they are about to make. In addition to this – if you have ensured your brand has been raising awareness at all other stages of the journey, the trust and awareness levels at this stage are likely to be high.

Remarketing (cart/basket abandons)

The consumer was ready to make a purchase, but that there was something holding them back from clicking that final button leading to conversion. At the point of leaving the basket there can be a number of factors – from time issues, to payment method, price or delivery method. Depending on where they abandoned, seek to offer quick fixes, offers and alternatives to enable them to make the purchase both sides now want to make.

Loyalty remarketing

Loyalty remarketing primarily targets previous converters, seeking to capture return custom through upselling and accessories. By tailoring ads to previous purchases, it is possible to predict needs - so that sunglasses purchases could lead to retargeting ads for other 'holiday' themed accessories, while those taking out a free trial subscription can be targeted for upgrade to premium packages, thereby seeking to capitalise on an initial positive interaction to drive repeat custom.





There are three main tactics, which can be used individually or in combination:

- **Optimise bids:** your keywords and ads stay the same, but you raise your bids for previous website visitors.
- **Broaden keywords:** target certain keywords (for example, generic keywords that wouldn't normally be in your Google Ads strategy) only to people who have performed certain actions on your website.
- **Customise ad text:** tailor messages to each segment, reflecting users' previous interests in your website.

REMARKETING LISTS

Remarketing Lists for Search Ads (RLSAs) allows you set up audience lists for users that have visited particular sections of the site and to bid separately for them. This way you can retarget them with ad messaging specific to the products/services they have demonstrated interest in previously. You can vary the ad messaging based on how long it has been since they last visited the site and tailor remarketing bids on a number of factors, including overall engagement indicators from their previous visit, such as time on site and number of pages viewed.

Analysing new vs returning reports in Google Analytics will enable you to set bid adjustments for returning customers based on how their conversion rates differ from new visitors.

You can also use a number of advanced types of audience lists, in order to generate the best return. For example:

- **Customer match:** This enables you to upload your mailing list to remarket to.
- **Similar to audiences:** This isn't strictly retargeting as these are new users, but allows you to target new users who display similar characteristics to people in your other remarketing lists and have previously converted on your site.
- **Smart lists:** A list of users that Google believes are 'ready to convert', determined by a number of factors such as engagement metrics from their previous visit.
- **Combined audience lists:** This allows you to create audiences (personas) by layering demographic, in-market, affinity or other audience targeting elements that are available in Google Ads.

Putting remarketing lists together

Remarketing pixel audiences

A remarketing pixel is a small snippet of code placed on your site so that visitors are added to your remarketing audiences through browser cookies users who visit your page. This cookie allows advertisers to create lists of users to target again in ad platforms. Additionally, you can create criteria for these lists to only include a certain subset of your audience.

One very common list created is a converters list, meaning anyone who made a purchase from your ecommerce website or submitted a lead on your lead gen site will be retargeted. These types of post have a much higher conversion rate as they are tailored to an engaged audience. Once formed, this list can then be used as a target audience for a campaign or as an exclusion list, meaning you don't want these users to see your ad even if they fit all the other targeting criteria of a campaign.

Customer uploads

This is a list of customer emails you import into Google, Bing, or Yahoo etc. The ad platforms will then match the email addresses you provided with the users on their email provider and allow you to target them. This list type is great when you want to retarget users in your CRM or those who might not have been 'cookied' with your pixel.

Google Analytics import

Google Ads gives you the ability to link your Google Analytics and Google Ads accounts together and import audiences based on Google Analytics metrics. Google Analytics has a much more powerful set of audience criteria, allowing you to leverage site engagement, sequencing, and other indicators to create your lists. Remarketing audiences can be applied to campaigns as the sole group of users to target or as a bid modifier layer, now called Observation. They can also be applied to all campaign types within a given network, such as both Search and Dynamic Search Ads on the Search Network.



WHY SHOULD YOU USE REMARKETING?



Compared to other placement strategies, retargeting generated the highest lift in business name searches by **1,046%**.

91%
OF MARKETERS

who have used retargeting have found it to perform the **same as or better** than search, email, or other display ads.



The CTR of a retargeted ad is **10x higher** than the CTR of a typical display ad.



Website visitors who are retargeted are more likely to convert by **43%**.

ABOUT US

Click Consult is a multi award-winning digital and search marketing agency with a focus on organic (SEO) and paid search (PPC). Part of global consumer brand business Ceuta Group, we have a team of 70-plus specialists and a portfolio of more than 60 clients worldwide.

Our complementary services include content marketing, outreach, social media, conversion rate optimisation (CRO) and international/multilingual search marketing. We can also offer training and consultation to support your teams or existing strategy.

Click was named SEO Agency of the Year 2019, adding to our long list of other awards and accolades, and also ranks within Econsultancy's 'Top 100 Digital Agencies', and Prolific North's 'Top 50 Digital Agencies'. We're also a Google Premier Partner, a Bing Select Partner and feature in The Drum Recommends.

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