

# Remarketing Lists for Search Ads (RLSA)

Customize your search ads campaigns for people who have previously visited your site when they're searching on Google

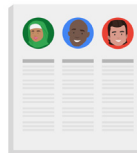
## How do RLSA work?

RLSA use the same tag that is used for remarketing on the Google Display Network (GDN). Once you set up their remarketing lists, you can add them to your existing search campaigns to run with RLSA.



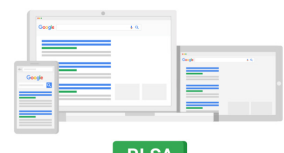
### 1. Track all of your audience

RLSA begins with placing an AdWords (or Google Analytics) tag on your site.



### 2. Define "audiences"

You define "audience" lists of types of users who visit your site.



### 3. Search campaigns

RLSA allows you to utilize these audiences within your search & shopping campaigns.

## Benefits of RLSA

1

#### Bid based on audience

Optimize existing bids on your keywords for visitors on your remarketing lists.

2

#### Convert on new keywords

Expand your reach with broad keywords tailored specifically for your site visitors' performance.

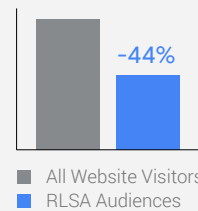
3

#### Tailor your message

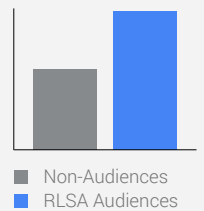
Increase relevance for different audiences with better targeting and messaging.

## Performance uplift\*

CPA



CTR



\* Average across advertisers on Google.com, 05/2018. Results may vary.

## How to get started with RLSA

Set the list duration for at least one list to 540 days to ensure you're reaching as many users as you can as Smart Bidding also takes into account how long a member has been on your list, and uses this data to optimize performance.

[Learn more about Smart Bidding and RLSA](#)

## How to optimize RLSA

Before you begin taking advantage of RLSA, make sure the remarketing tag is on every page of your site (including mobile!) to build a comprehensive master list. This "all site visitors" list will have the largest possible reach, which often tends to convert nearly as well as deeper, more fine-grained lists.

Segment lists by conversion funnel and time

Segment lists along funnel depth (e.g., homepage, product page, shopping cart, converters) and recency (days). Start with 540 days to maximize reach.

Apply your RLSA lists to all search & shopping campaigns

The most common pitfall with RLSA is leaving Audience gaps. Ensure to add RLSA lists to all campaigns with bid-only mode ("observation").

Bid effectively for top positions

Increase bids manually (up to 500%) according to RLSA performance, or apply smart bidding (eCPC, tROAS, tCPA) to maximize ROI.

## Case studies

### Intel drives higher ROIs at scale

Intel launched RLSA in 23 markets and optimized bids for valuable and less valuable website visitors, resulting in 11% lower CPA.

[Think with Google case study](#)

### Starwood Hotels targets high-value users

Starwood Hotels created RLSA of past site visitors to bid more based on where customers left their site, increasing ROI by 160%.

[Think with Google case study](#)