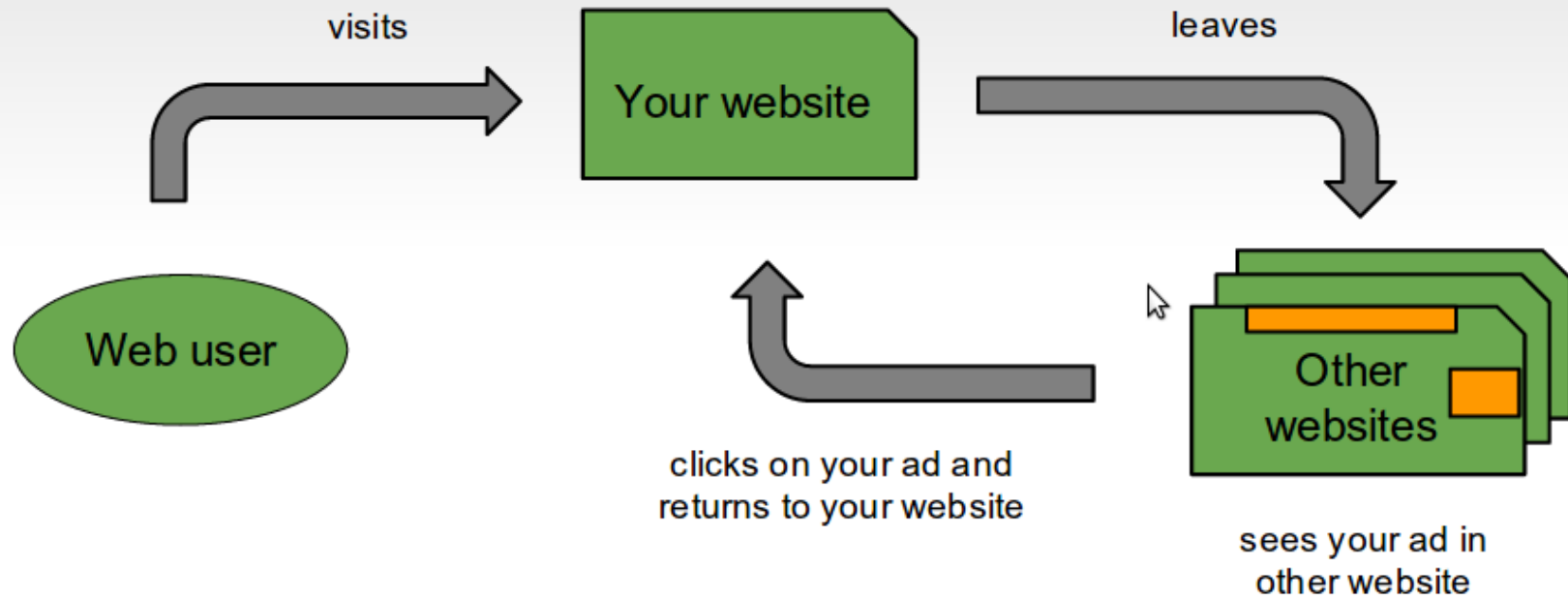


Remarketing with banners— a way to keep your customers close

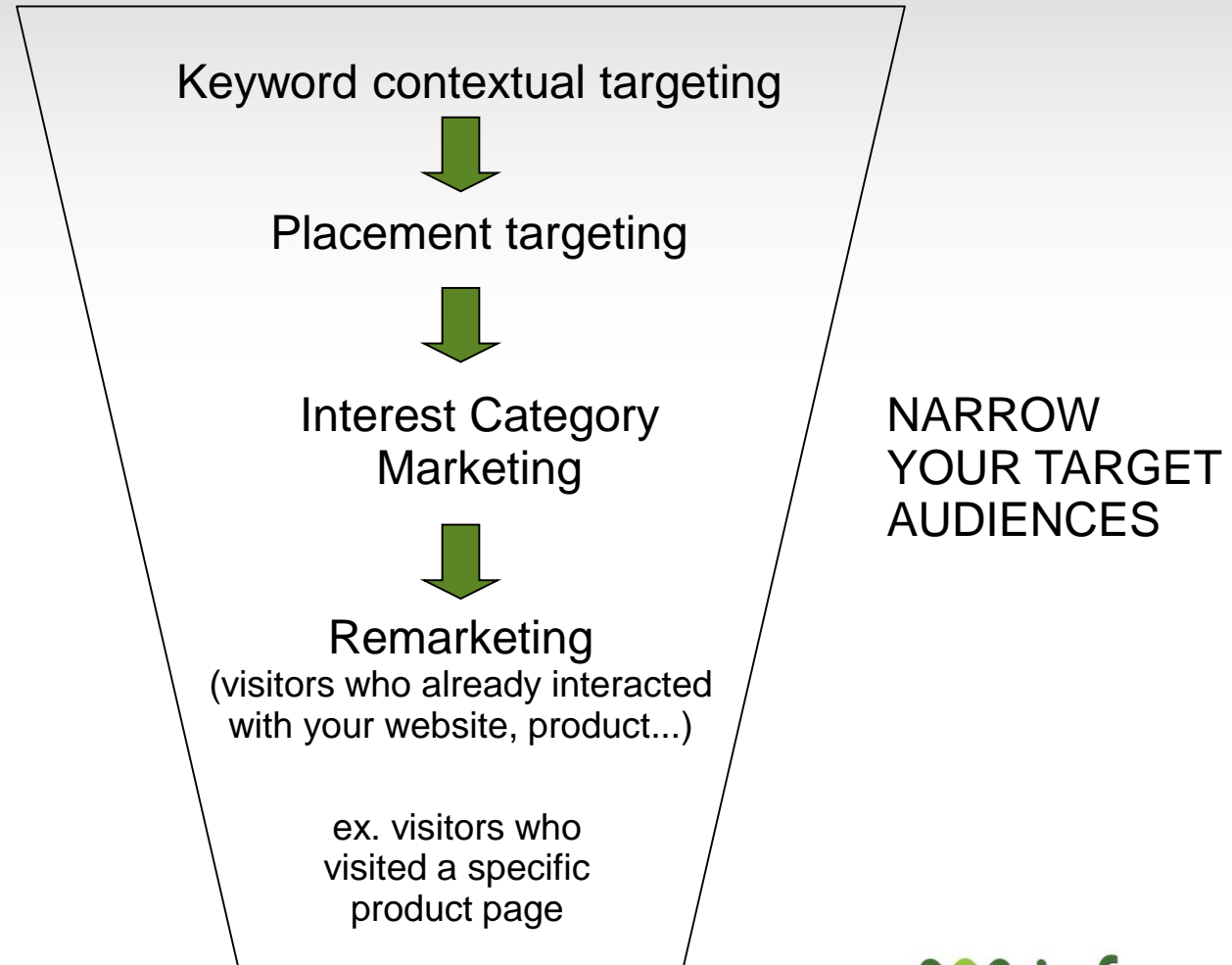
Ana Kozole
ana.kozole@informa.si

eCommerce Innovation, Hancock, NY, 8th – 10th October

Remarketing – the concept



Google AdWords



Remarketing code

→ In Google AdWords

Remarketing code ✕

Page security level ? HTTP

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

```
<!-- Google Code for Visitors Remarketing List -->
<script type="text/javascript">
/* <![CDATA[ */
var google_conversion_id = 1001178276;
var google_conversion_language = "en";
var google_conversion_format = "3";
var google_conversion_color = "ffffff";
var google_conversion_label = "Cy-PCMTG4glQplmz3QM";
var google_conversion_value = 0;
/* ]]> */
.. ..
```

Done

Remarketing code

→ In Google Analytics

```
<script type="text/javascript">
var _gaq = _gaq || [];
_gaq.push(['_setAccount', 'UA-xxxxx-y']);
_gaq.push(['_trackPageview']);
(function() {
var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;

ga.src = ('https:' == document.location.protocol ? 'https://' : 'http://') +
'stats.g.doubleclick.net/dc.js';

var s =
document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
})();
</script>
```

Segment your audiences - examples of effective remarketing lists

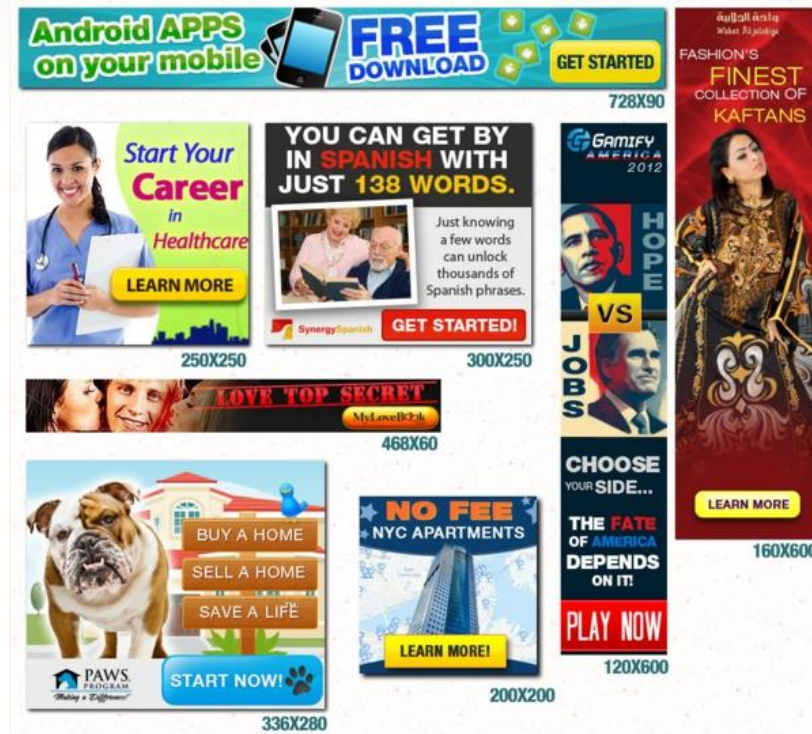
- ➡ All site visitors
- ➡ Visitors who abandoned your conversion funnel
- ➡ Past purchasers
- ➡ Visitors interested in specific product

Segment your audiences - examples of effective remarketing lists

- ➡ Newsletter subscribers
- ➡ Seasonal offers
- ➡ Soft-lead converters
- ➡ Visitors on your related pages (blogs, youtube channel ...)
- ➡ Extend by using similar audiences

Set up and optimize your remarketing campaigns

Test different ad variations



Set up and optimize your remarketing campaigns

Test different ad variations

Test different landing pages



Set up and optimize your remarketing campaigns

Test different ad variations

Test different landing pages

Test frequency capping

Ad delivery: Ad rotation, frequency capping

Ad rotation ? Optimize for clicks: Show ads expected to provide more clicks Edit

Frequency capping ?

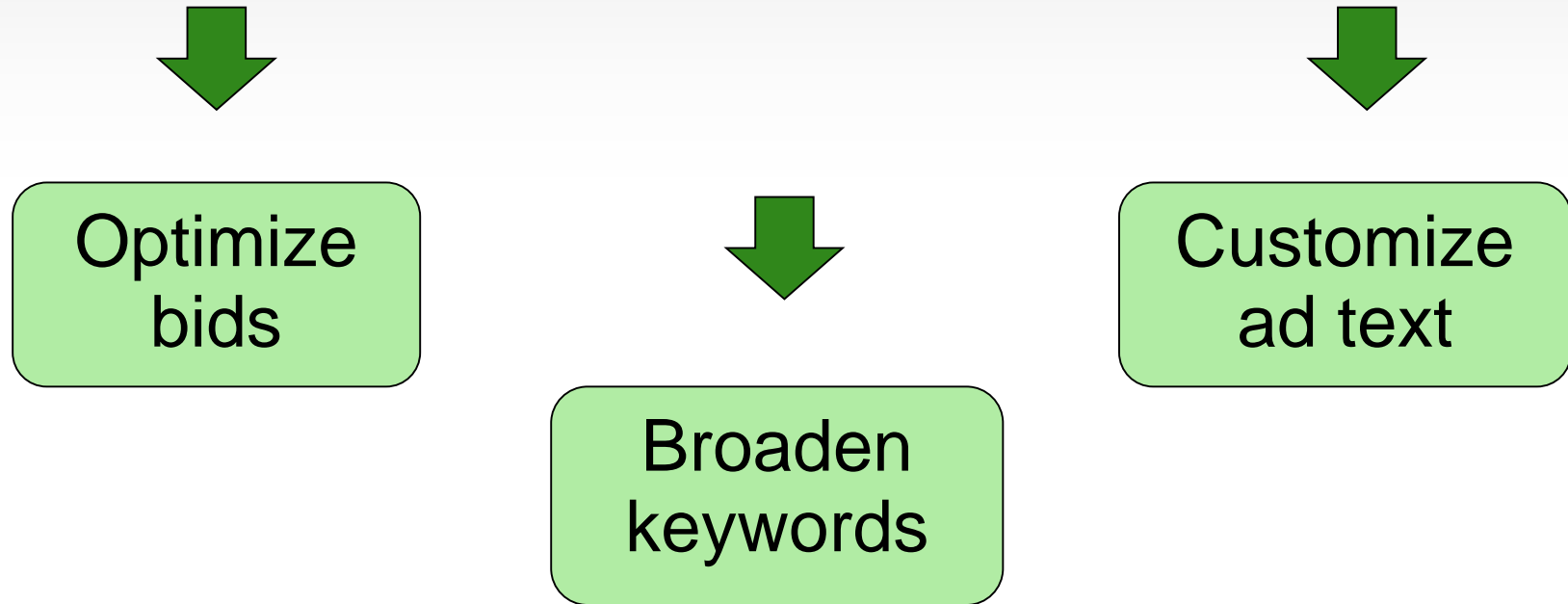
☐ No cap on impressions

☒ 3 impressions per day per ad group

Save Cancel

for this campaign
per ad group
per ad

Remarketing lists for search ads



Dynamic Remarketing for Merchants



Thank you.

Ana Kozole
ana.kozole@informastudio.com
www.informastudio.com