



Display & Retargeting

IS3150 AY 21/22 Sem 1

Professor (Adj) Lai Kok Fung

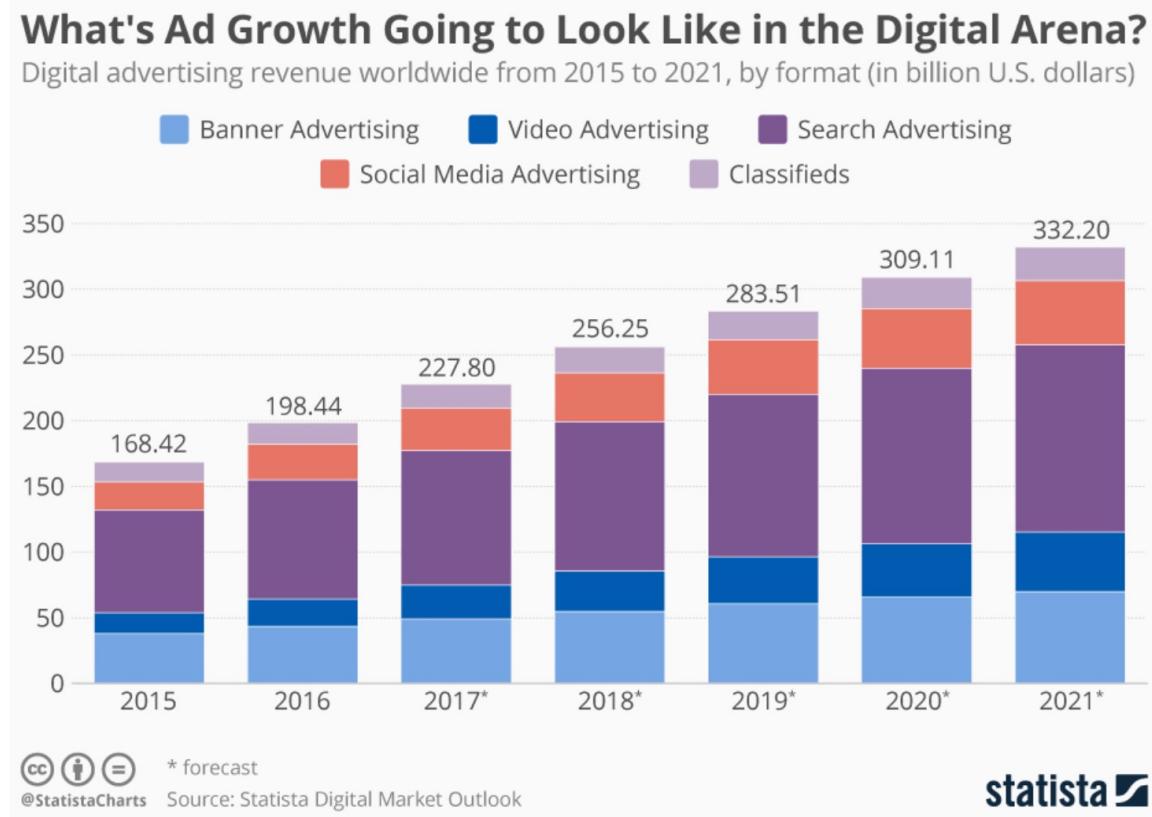


Learning Outcome

1. Understand and execute display advertising campaigns
2. Understand and execute retargeting campaigns
3. Expanding existing audiences with lookalikes and targeting expansions

Search, Social, Display

- 3 main paid media channels
- Display = Banner + Video



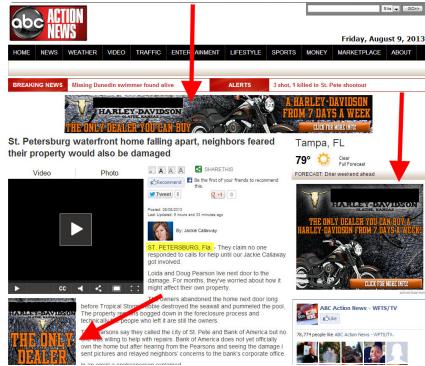
Display Advertising

Banner + Video

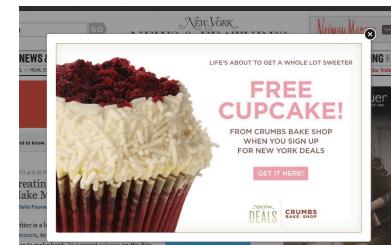




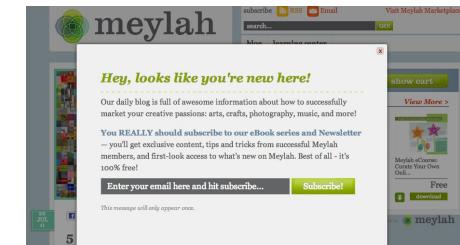
Display:
Banner



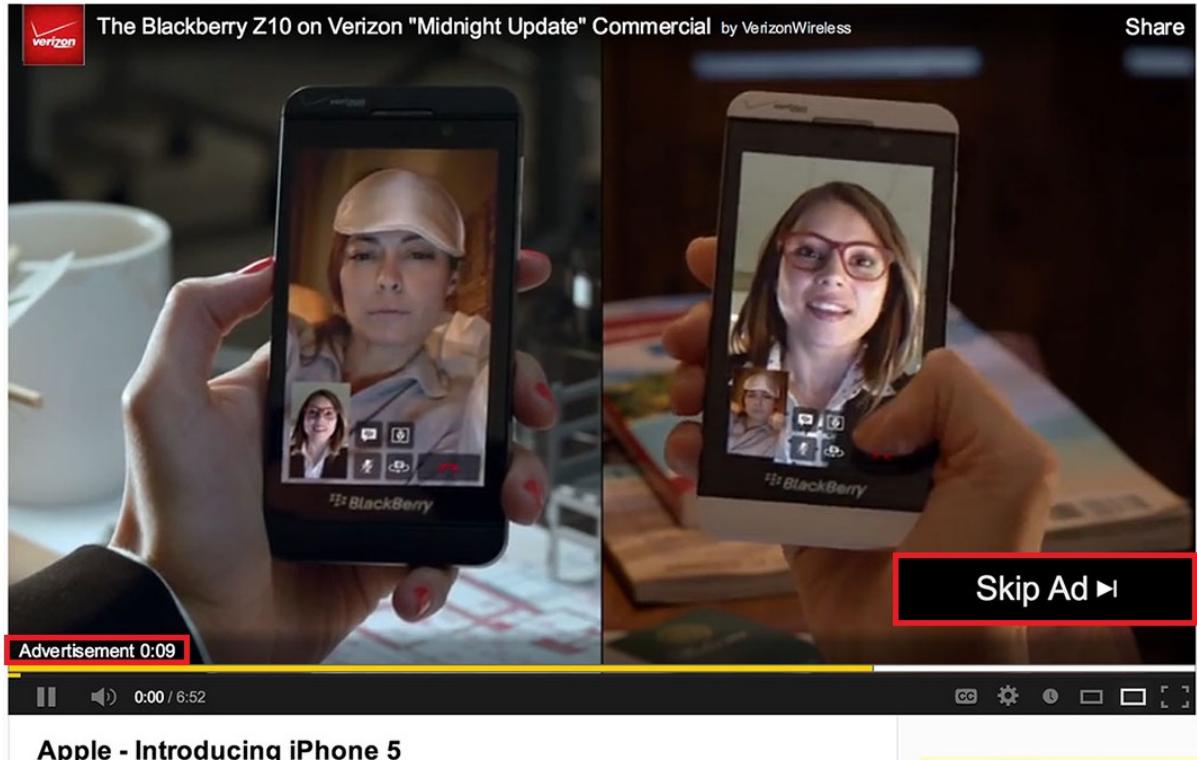
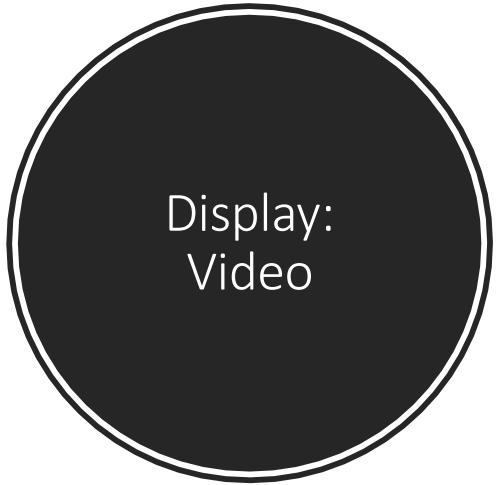
Banner



Pop-Up



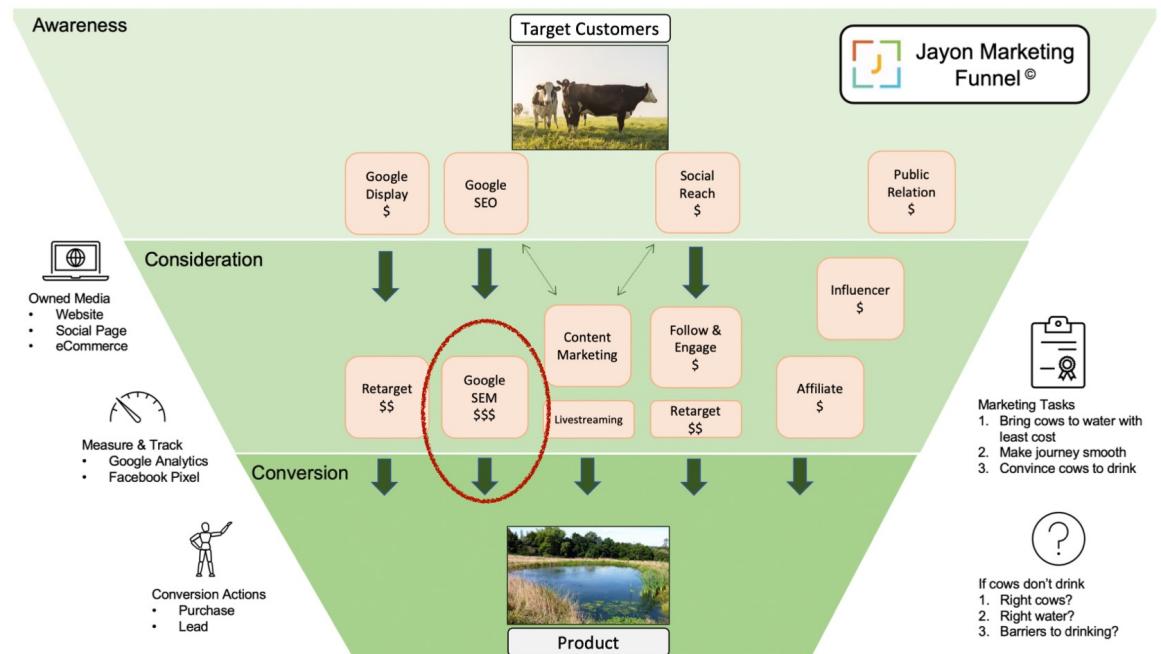
Interstitial



Search vs Display

Search

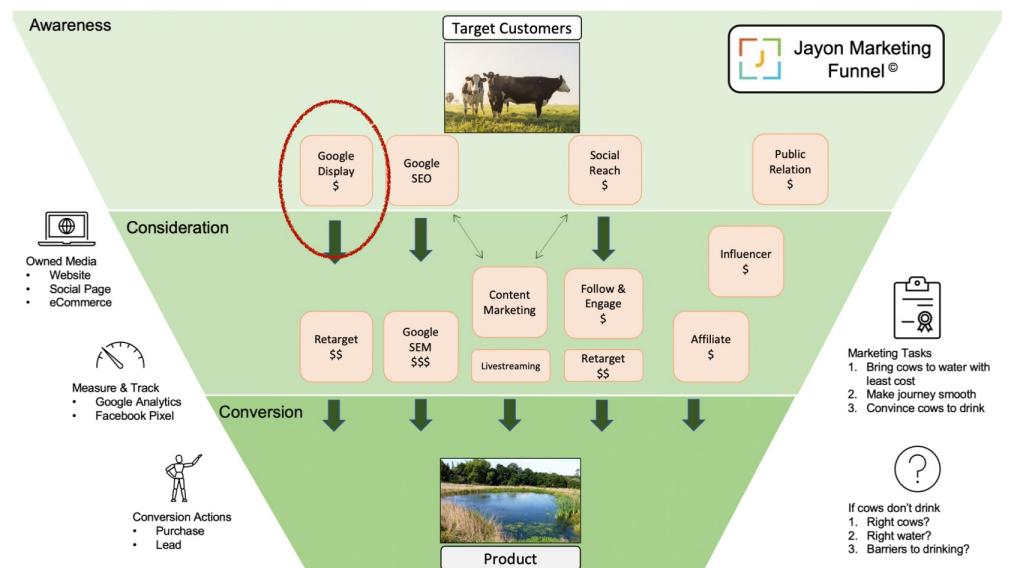
- Drive direct conversions
- Capture high-intent buyers
- Provide on-the-spot solutions to immediate needs



Search vs Display

Display

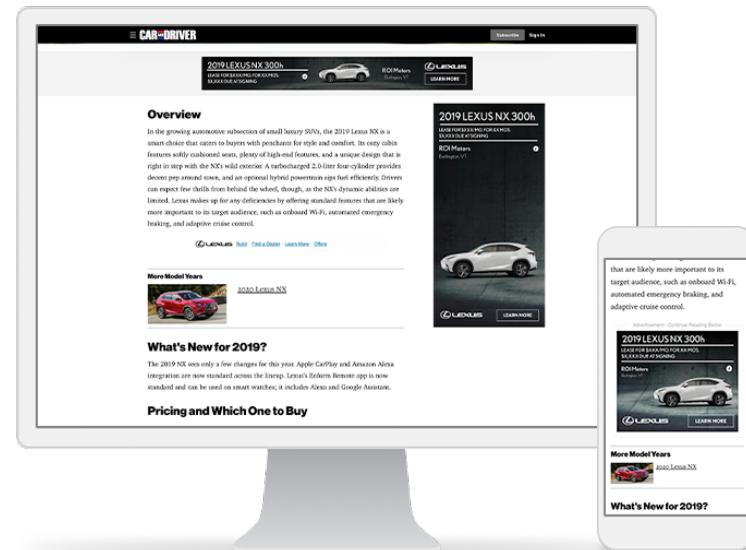
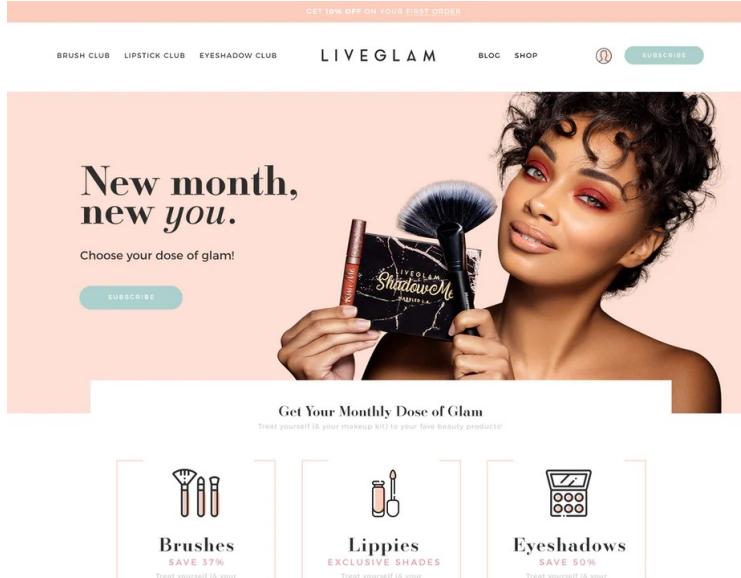
- Build brand affinity
- Expand top-of-funnel prospect pools
- Increase conversions and click-throughs indirectly

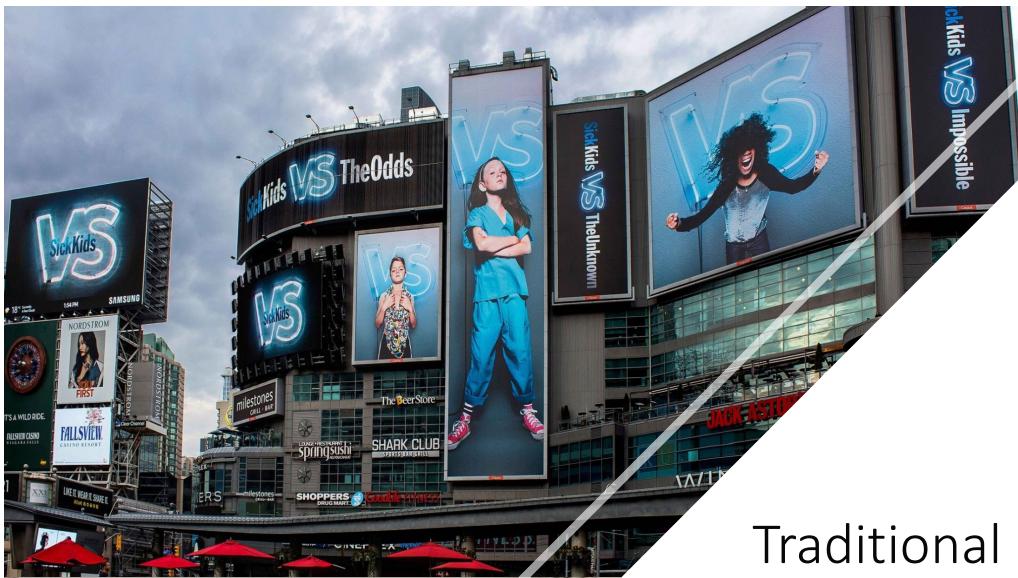


Search ↔ Intent, Display ↔ Context

Display ads are shown based on

- Relevant content on the page
 - Context of use
 - Viewer's interests or profiles
- Right message, place, time, person.





Traditional Display Ads

Limited number of large media outlets
Ad placement can be negotiated individually

Ad placement can be negotiated individually



What's On

FIND A FAMILY-FRIENDLY EVENT TO ENJOY THIS SEASON

IF YOU KNOW OF AN EVENT OR WOULD LIKE TO SHOWCASE YOUR BUSINESS ON THIS PAGE, PLEASE SEND AN EMAIL TO: INFO@HOLIDAYSANDKIDS.COM.SA SUBJECT: EVENTS

27 - 30 OCTOBER
Cape Town Flower Show
Castle of Good Hope, Cape Town

Set to become the biggest flower and gardening exhibition in Africa, the show will display beautiful spaces, vertical gardens, ideas on urban landscaping and permaculture, garden decking, outdoor living solutions, and much more! There will also be daily workshops on a myriad of gardening-related subjects, including bee-keeping, vegetable gardens and cooking shows. For children, there will be green fingers, there will be numerous kid-friendly demonstrations and more.

28 - 30 OCTOBER
The Baby Expo
CTICC, Cape Town

An incredible showcase of the best pregnancy and parenting brands in Africa, The Baby Expo is the place to be for all things baby! Meet NOW! Bigger, better and much GRANDER than ever, Mumfahs is here to help you curb your parenting anxiety by providing you with everything you need for babies from 0-5 years!

28 - 30 OCTOBER
The Great Food and Wine Show Durban
Durban Exhibition Centre, Durban

Good food, great wine, live music, foodie demos, cooking classes, and more... it's all about fresh, fresh, fresh! It's all about a healthy planet. This is excited through innovative ideas, a variety of food and drink, and more... and your kids can cook with a chef at the 'kitchen'! A special focus is on the 'kids' designed especially for them and their par-

Rest with us...

Dine with us...

Relax with us...

BING THE KIDS, and explore with us.

Hoa Bay Manor
CAPE TOWN

pure **Izolo**
WILDLIFE LODGE

THE MANOR - 021 731 7901 • PURE RESTAURANT - 021 731 9999
Bayside Inn - Off Main Road, Hoek Bay, Simon's Town • www.hoabaymanor.com



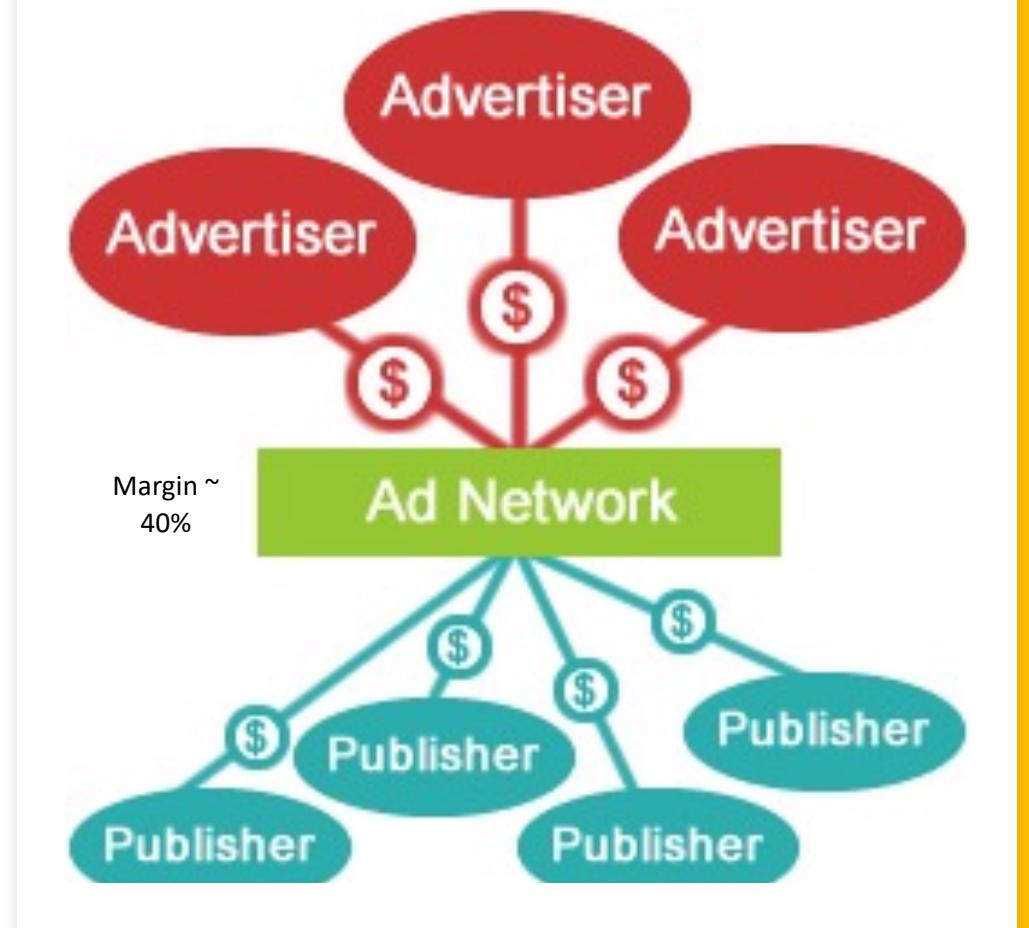


Digital Display

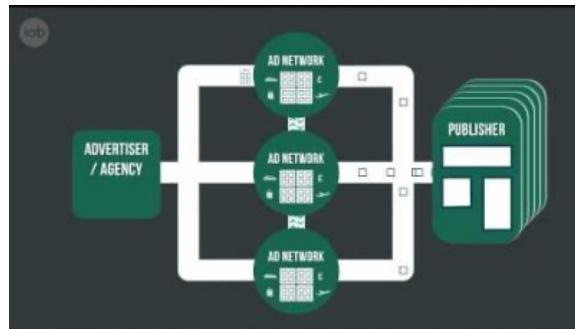
Million of small websites. Price negotiation and ad placement become a challenge.

Ad Network

Aggregate demand from advertisers and distribute to publishers

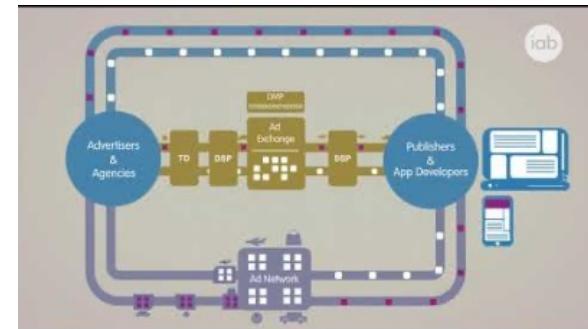


The Evolution of Display Advertising



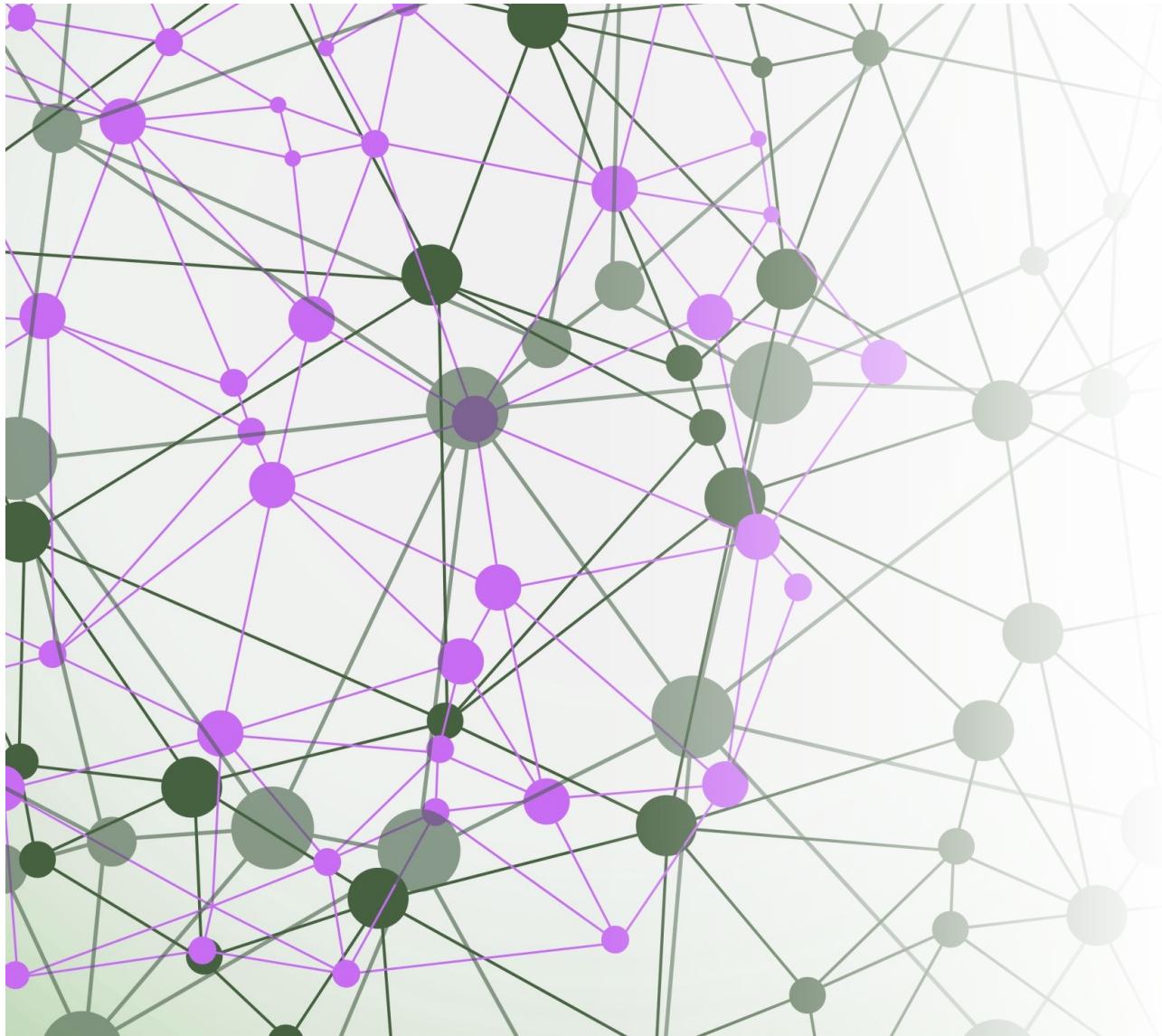
This was how display advertising landscape looked like in 2012

https://www.youtube.com/watch?v=1C0n_9DOlwE



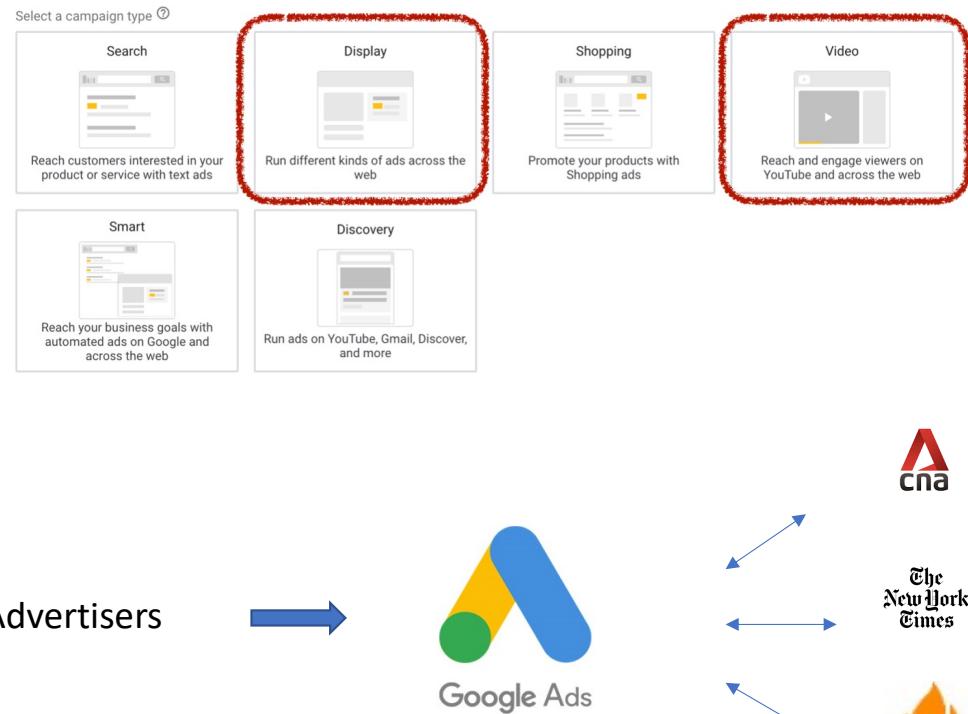
By 2017, the digital ecosystem has developed from direct buying and selling into an increasingly complex environment with data now powering real time bidding and selling.

<https://www.youtube.com/watch?v=efHVOWcNJZo>



Digital ad ecosystem becomes more complex

Ad exchanges are dominated by a handful of large companies

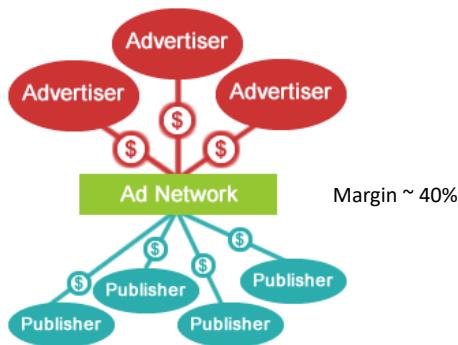


Display Ads: Google

Social



Display Ads: Facebook



Aggregation = Scale

Advertisers – efficiently market to a large pool of audience

Publishers – get earnings from otherwise inaccessible advertising dollars

Specialized Aggregators:

Unity

Games Development Platform → Ads

Only 3% of gamers pay for games. Small developers rely on Ads



Other Ad Networks & Aggregators

Google Display Ad Tutorials

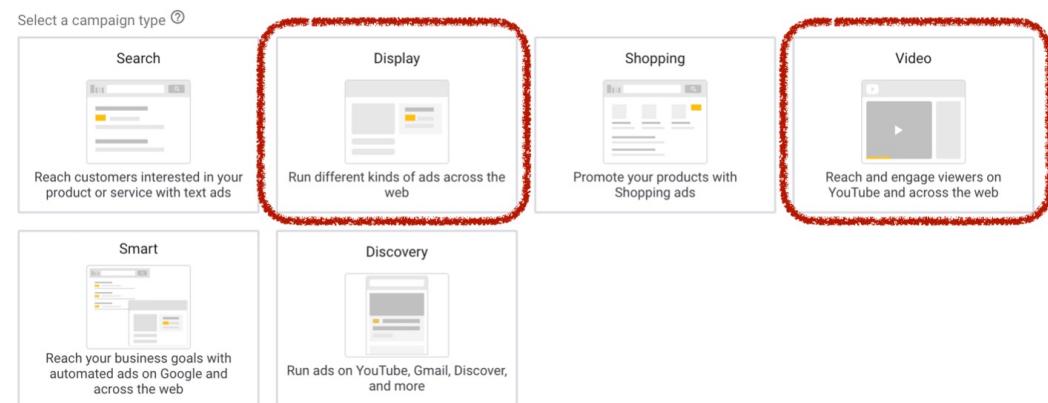
1. Same Google ad account
2. Select Display
3. Budget, Country, Language
4. Audience
5. Placement
6. Visuals and copies

The image displays a grid of six YouTube video thumbnails, each representing a tutorial on Google Display Ads:

- Google Display Ads Tutorial (Made in 2021 for 2021) - Step-By-Step for Beginners**
42K views • 6 months ago
Ivan Mana
Want to learn how to create a Google display ads in 2021 from start to finish? Watch this video as you watch behind my shoulder ...
- Google Display Ads tutorial 2021 [Ultimate Step-by-Step Guide]**
2.3K views • 4 months ago
ZoCo Marketing
Google Display Ads are a great way to drive traffic to your site. In this video, we will cover everything you need to know to set up ...
- Google Display Ads Tutorial 2021 – How to set up a display campaign in Google Ads step-by-step**
5K views • 2 months ago
Loves Data
Learn how to set up a display campaign in Google Ads, including the steps to create a display campaign and the different ...
- Google Shopping Ads Tutorial (Made in 2021 for 2021) - Step-By-Step for Beginners**
33K views • 5 months ago
Ivan Mana
Looking for a Google Shopping Ads tutorial that's made in 2021 for 2021? Look no further because this is exactly what I cover ...
- Google Ads Tutorial 2021 [Step-by-Step] Adwords**
23K views • 2 weeks ago
Sanrel Media
In this video, I will show you how to set up and run Google ads. Google Ads is an online advertising platform developed by Google ...
- Google Display Ads Tutorial 2021 [Step-by-Step Guide]**
2.3K views • 4 months ago
Loves Data
Learn how to create a Google display ads in 2021 from start to finish. Watch this video as you watch behind my shoulder ...

Google Video Ad

- Select Video
- Budget, Country, Language
- Audience
- Content Types, i.e., video categories





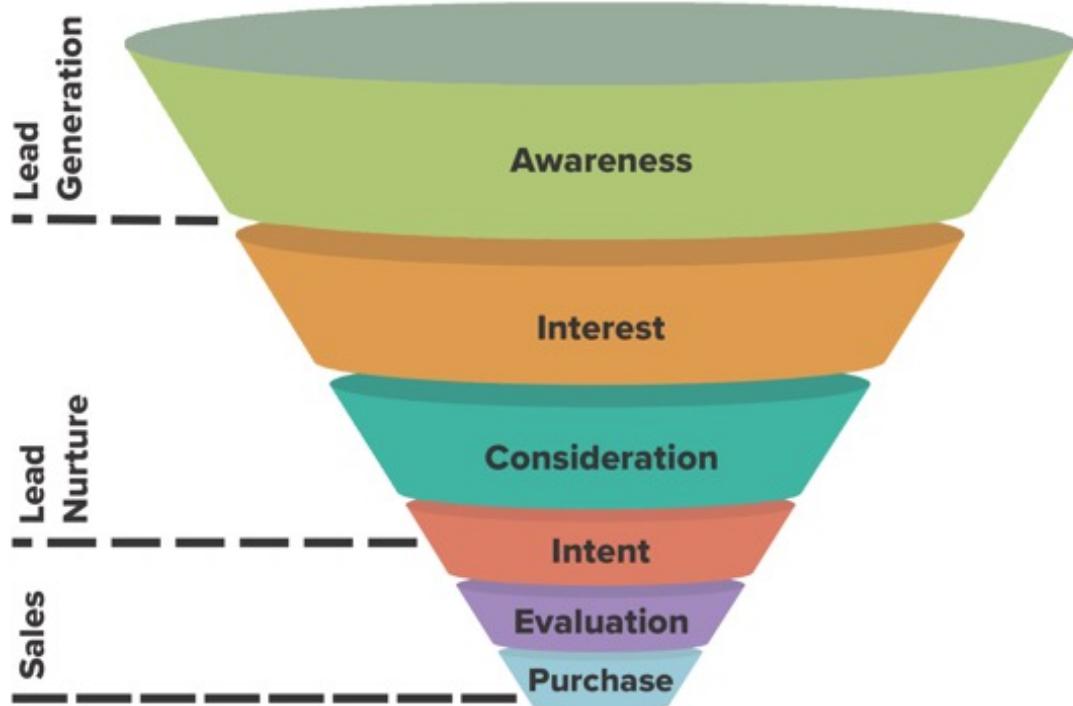
Retargeting



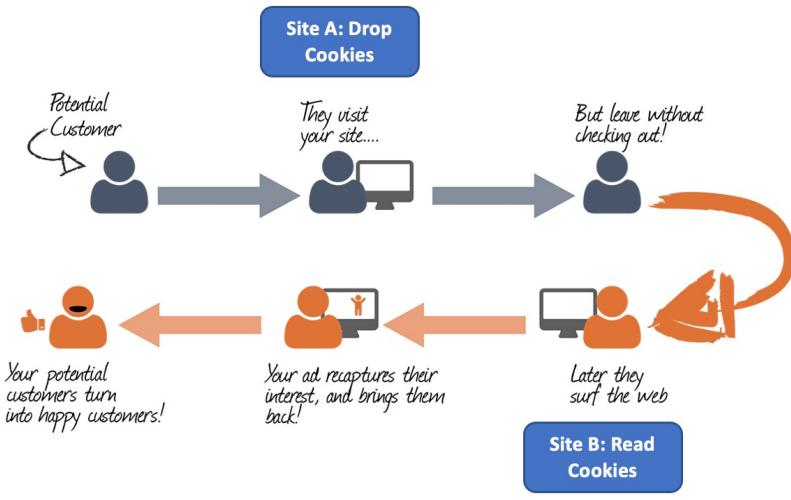
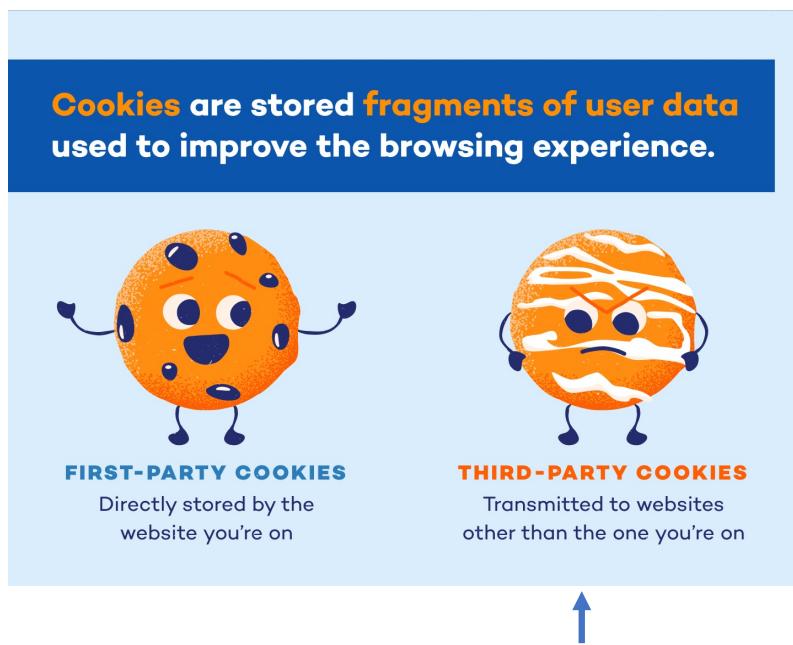
Why Retarget?

- Bring potential customers who have dropped out from purchase journey, back to the funnel.
- It is often more profitable to re-market to potential customers who have already signaled intent, compared to targeting fresh prospects

The Marketing Funnel



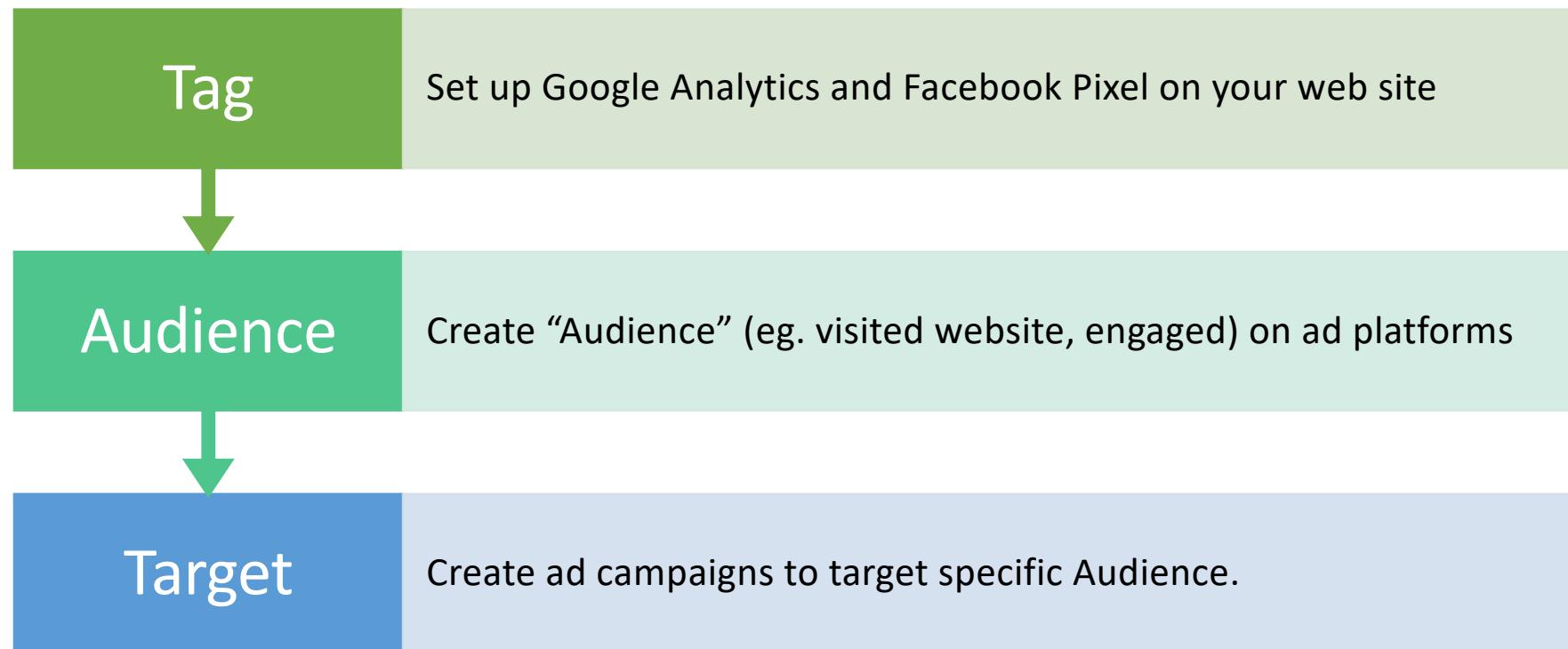
Retargeting: Basics



Only a handful of companies can employ third-party cookies on a big scale



Retargeting: Steps



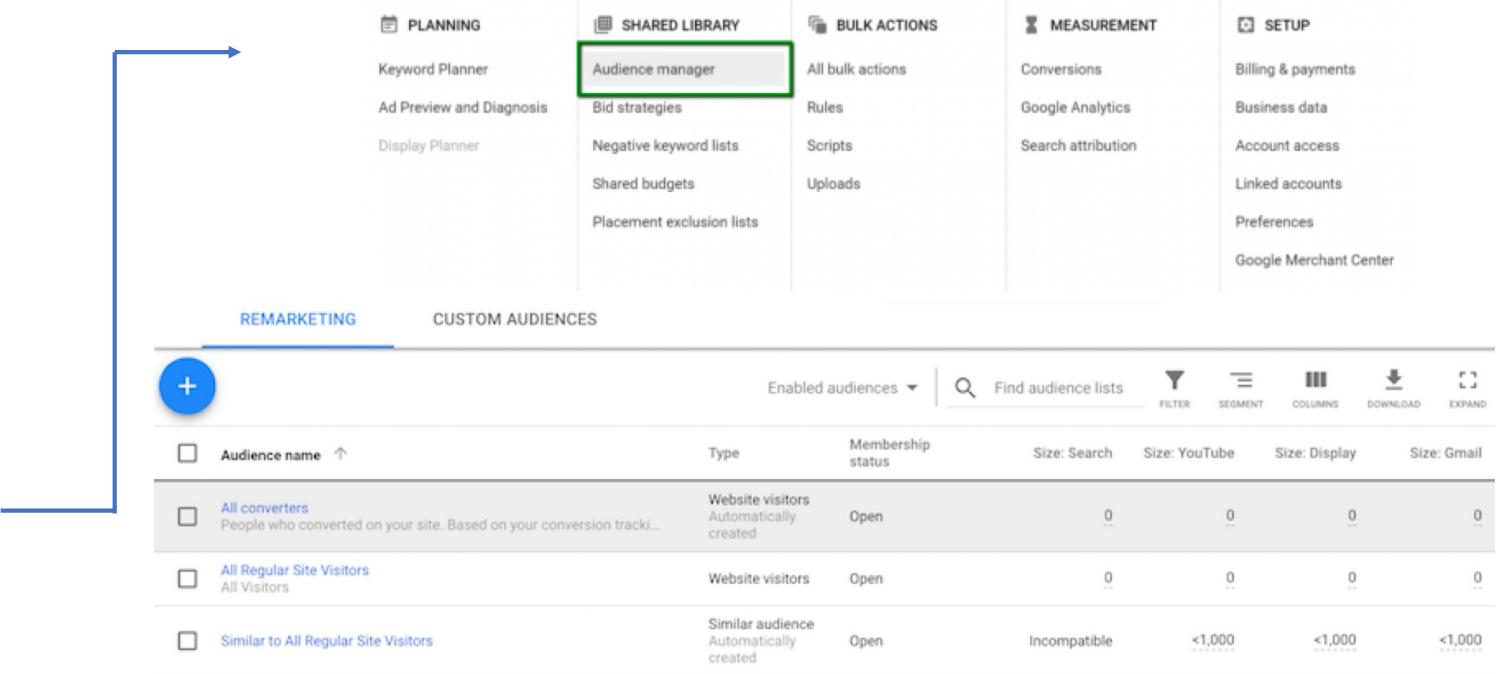
Retargeting: Google



1. Set up on
your website



2. Set up Audience



A screenshot of the Google Ads Audience Manager interface. On the left, there's a sidebar with "REMARKETING" and "CUSTOM AUDIENCES" tabs, and a large blue "+" button. The main area shows a list of audiences:

Audience name	Type	Membership status	Size: Search	Size: YouTube	Size: Display	Size: Gmail
All converters	Website visitors Automatically created	Open	0	0	0	0
All Regular Site Visitors All Visitors	Website visitors	Open	0	0	0	0
Similar to All Regular Site Visitors	Similar audience Automatically created	Incompatible	<1,000	<1,000	<1,000	<1,000

The "Audience manager" link in the top navigation bar is highlighted with a green box. The top navigation bar also includes links for PLANNING, SHARED LIBRARY, BULK ACTIONS, MEASUREMENT, and SETUP.

Retargeting: Google (Cont)

3. Target the audience previously set up for ad campaigns



REMARKETING		CUSTOM AUDIENCES					
+		Enabled audiences ▼					
<input type="checkbox"/>	Audience name ▲	Type	Membership status	Size: Search	Size: YouTube	Size: Display	Size: Gmail
<input type="checkbox"/>	All converters People who converted on your site. Based on your conversion tracking...	Website visitors Automatically created	Open	0	0	0	0
<input type="checkbox"/>	All Regular Site Visitors All Visitors	Website visitors	Open	0	0	0	0
<input type="checkbox"/>	Similar to All Regular Site Visitors	Similar audience Automatically created	Open	Incompatible	<1,000	<1,000	<1,000

1 - 3 of 3

Google Retargeting

Prospects visit your Site (perhaps via Adwords)

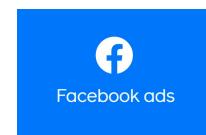


Retargeted ads on GDN

Retargeting: Facebook



1. Set up on
your website



2. Create Audience

The screenshot shows the Facebook Audience Manager interface. At the top, there's a navigation bar with icons for Home, Shortcuts (Ads Manager, Business Settings, Events Manager), Catalog Manager, and Audiences (which is highlighted with a red box). Below this is a table listing various audiences:

Name	Type	Size	Availability	Date Created	Sharing
Lookalike (US, 1%) -	Lookalike Audience	2,400,000	Ready	08/11/2020 3:32 PM	-
Lookalike (US, 1%) -	Lookalike Audience	2,400,000	Ready	08/11/2020 3:31 PM	-
Lookalike (US, 1%) - Customer List	Lookalike Audience	2,300,000	Ready	07/01/2020 1:58 PM	-
First Time Users	Saved Audience	880,000	Ready	07/31/2018 9:51 AM	-
	Saved Audience	820,000	Ready	08/14/2018 2:26 PM	-

Retargeting: Facebook (Cont)

3. Target audience on ad campaigns



Audience						
Create Audience ▾		Name	Type	Size ▾	Availability	Date Created
<input type="checkbox"/>	All Audiences	Lookalike (US, 1%) -	Lookalike Audience	2,400,000	● Ready Last edited 08/11/2020 3:32 PM	08/11/2020
<input type="checkbox"/>		Lookalike (US, 1%) -	Lookalike Audience	2,400,000	● Ready Last edited 08/11/2020 3:31 PM	08/11/2020
<input type="checkbox"/>		Lookalike (US, 1%) - Customer List	Lookalike Audience	2,300,000	● Ready Last edited 07/01/2020 7:58 PM	07/01/2020
<input type="checkbox"/>		Saved Audience	Saved Audience	880,000 ⓘ	● Ready Last edited 07/31/2018 9:51 AM	07/31/2018
<input type="checkbox"/>		First Time Users	Saved Audience	820,000 ⓘ	● Ready Last edited 11/19/2018 2:26 PM	08/14/2018

Prospects interact with your sites, posts, videos, events ...

Tracking via Facebook Pixel



Retargeted ads shown on Facebook

Targeting via "Audience"

Related Example: Abandoned Cart for E-Commerce

Complete Your Purchase

Hello Merch orders@hellomerch.com via shopify.cc Feb 19 (8 days ago)

to me

Hey Dan Wang,

Your shopping cart at Hello Merch has been reserved and is waiting for your return!

In your cart, you left:

1x Fox Print by Edie
1x Bosnian Rainbows
1x This is the Second Album of..

But it's not too late! To complete your purchase, click this link:

[https://checkout.shopify.com/orders/152602/55ddede049858d0e169f2aef5cbb08a4?
recovered=1](https://checkout.shopify.com/orders/152602/55ddede049858d0e169f2aef5cbb08a4?recovered=1)

Thanks for shopping!

Hello Merch

Shopify Re-marketing email

Criteo

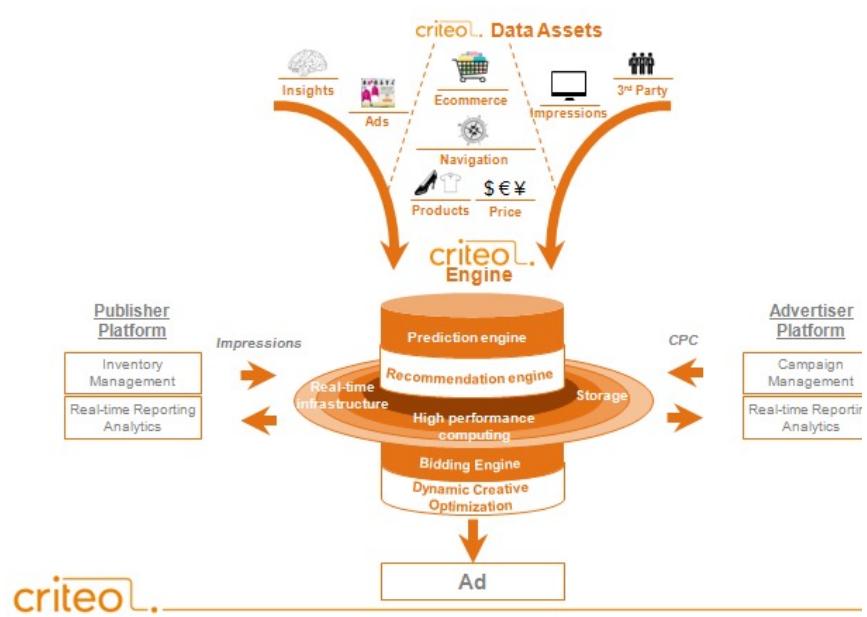
Major adtech company outside Google/Facebook

<https://www.criteo.com/>

Main customer vertical: eCommerce

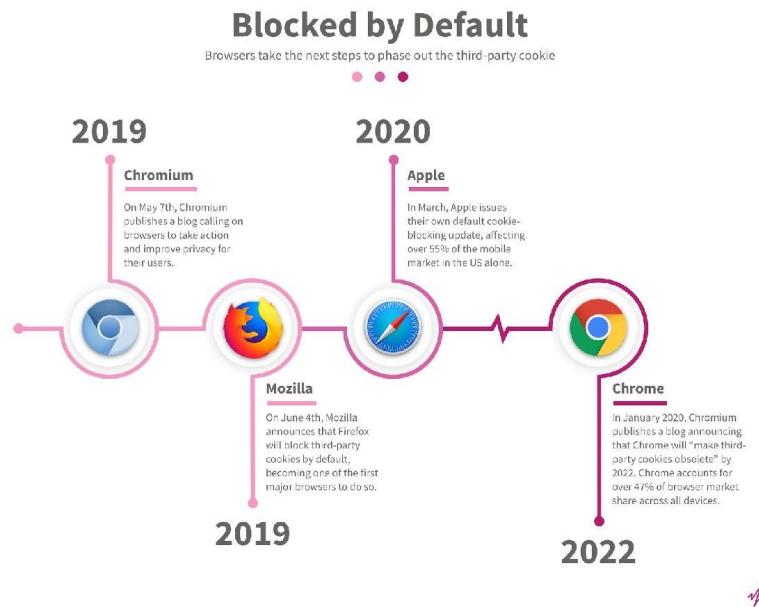
Steps

- Set up Criteo Tag on your site
- Create Audience/Ads on Criteo Platform



Retargeting vs Privacy

- More stringent policies on third-party-cookies have impacted retargeting landscape
- There will be winners and losers

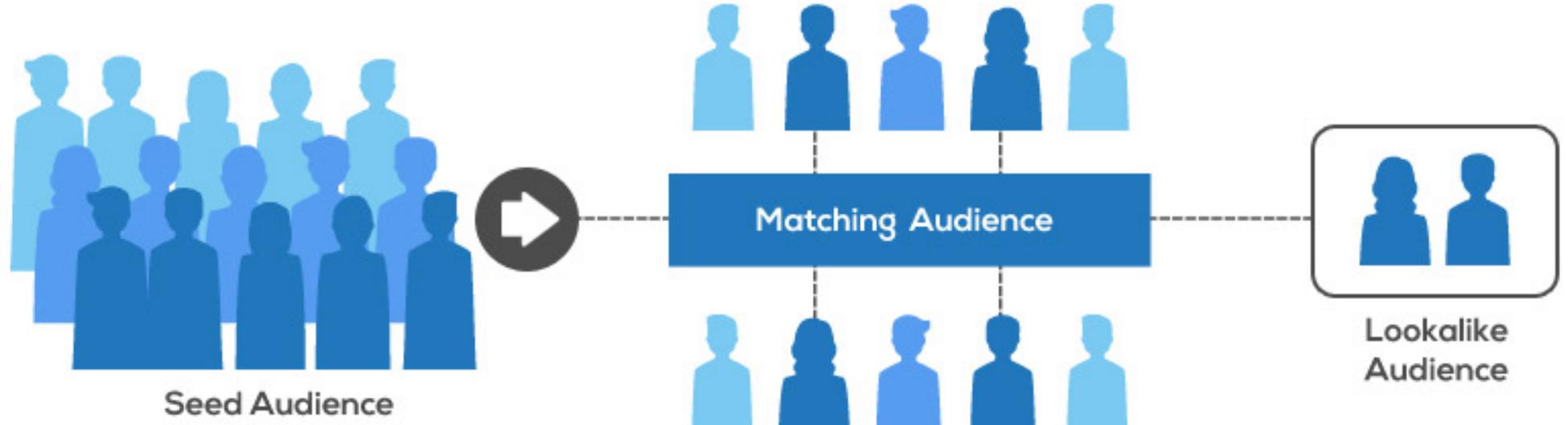


Google is delaying its plan to kill third-party cookies in Chrome until 2023

Lara O'Reilly Jun 24, 2021, 9:50 PM



Google CEO Sundar Pichai. Alex Wong/Getty Images



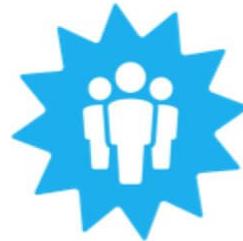
Retarget vs Expand: Lookalikes

Expanding your seed audience to “lookalikes”

- Facebook : Lookalike Audience
- Google: Targeting Expansion

Expand core audience to scale your business

How To Use A Lookalike Audience



Identify your (best) customer segment



Create a Lookalike Audience



Reach, engage, and convert with targeted ads

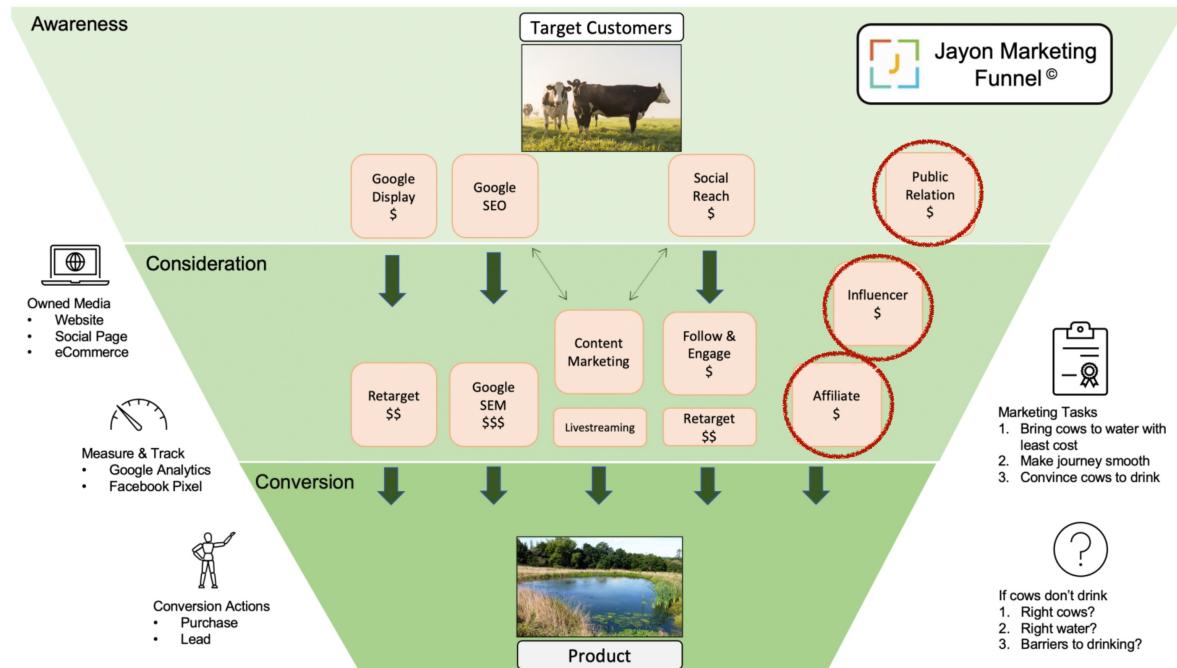


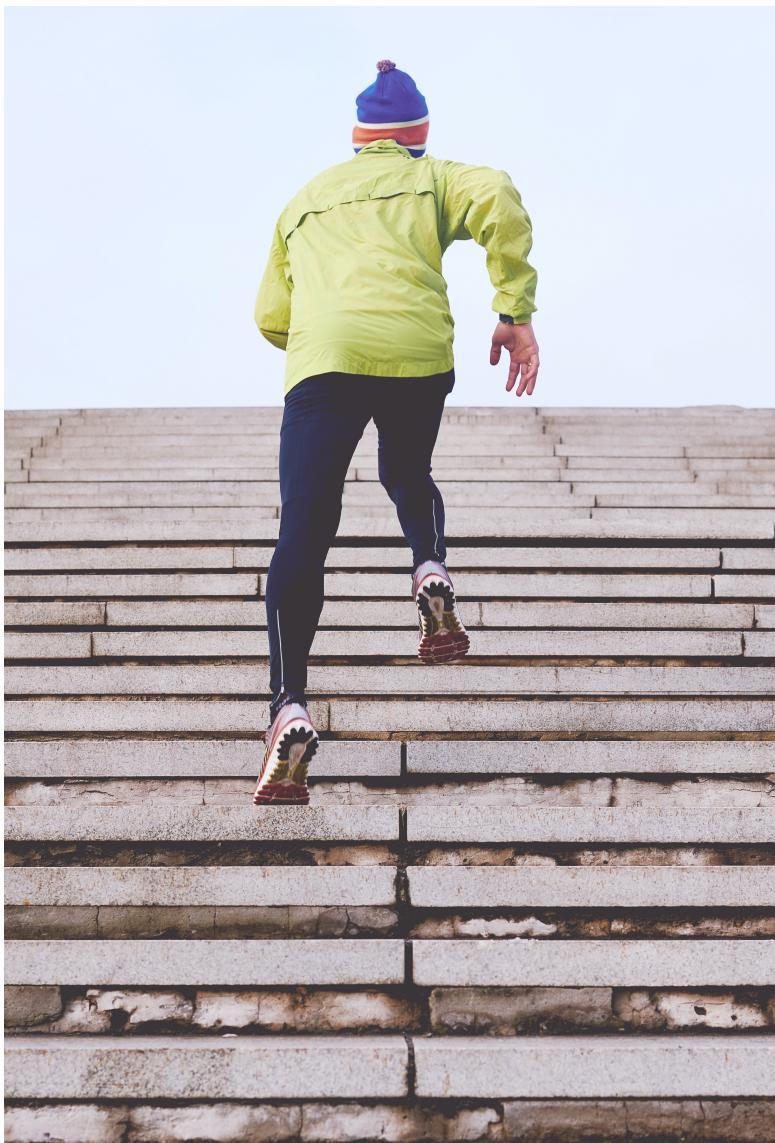
Use results to automate and scale



Facebook = Lookalike Audience
Google = Targeting Expansion

Recap:
major topics
covered
except ...





The Jayon-10-Steps® of Digital Marketing



1. Define value propositions & validate market
2. Set up owned media & tracking tags
3. Implement good SEO practices
4. Devise content marketing strategy
5. Choose and establish social media presence
6. Execute editorial calendar
7. Identify and capture core audience
8. Choose paid media channels, run ads with clear conversion goals
9. Analyze campaign results and optimize
10. Expand audience, refine strategy and iterate

Class Matters



Updated Schedule

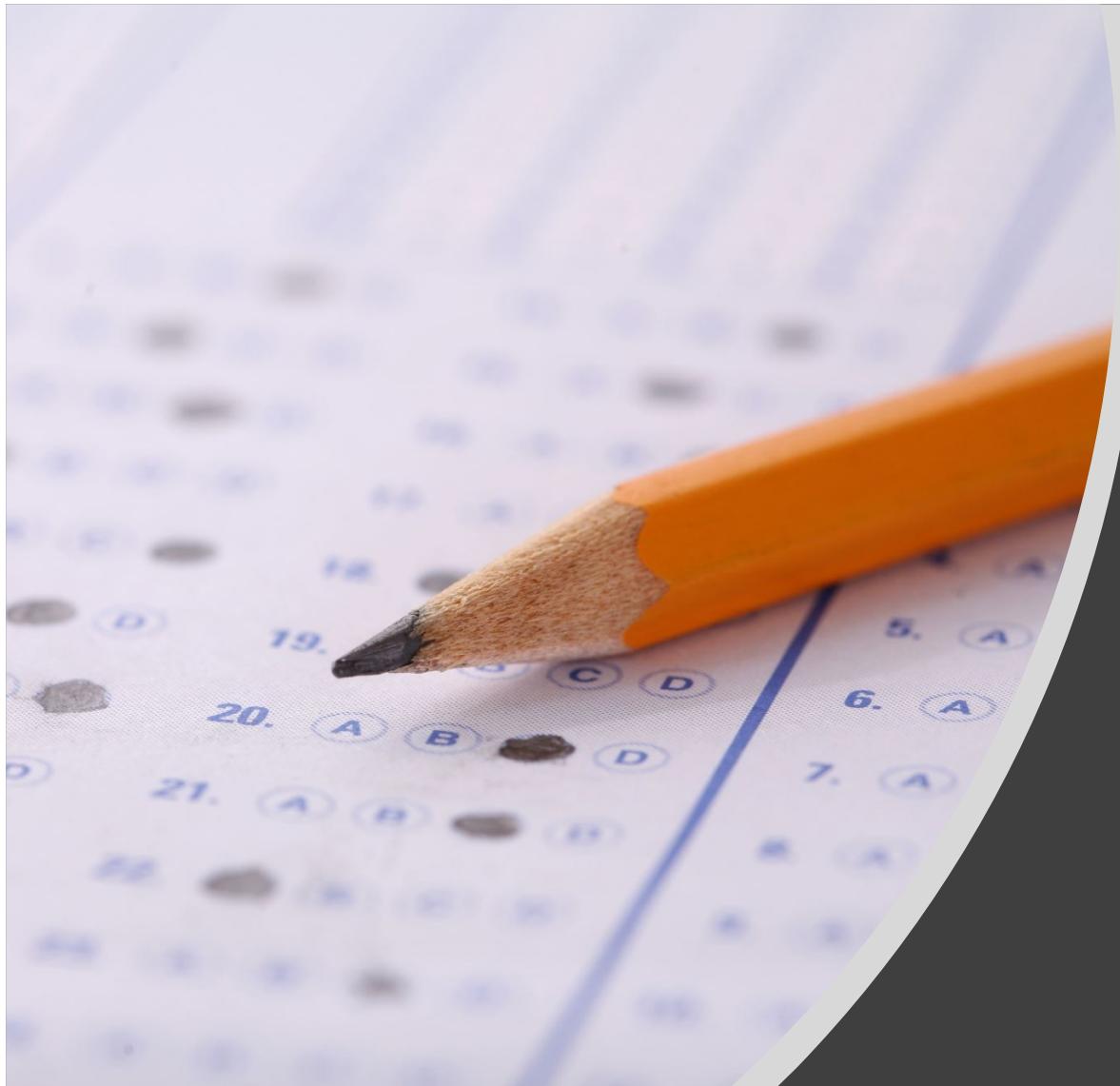
- Updated on LumiNUS
- At least 1 more quiz before final on Week 13

Syllabus & Class Schedule

Week	Date	Lecture Topics	Assignment (A) and Project (P)	Due #
1	13/8	Introduction to Digital Marketing		
2	20/8	From Innovation to Marketing		
3	27/8	Search Engine Optimization	A1: Innovation & Marketing	23/8
4	3/9	Search Engine Marketing	P1: Project Brief	30/8
5	10/9	Content Marketing & Storytelling	A2: Search Engine	6/9
6	17/9	Social Media Management & Marketing	P2: Search Engine	13/9
		Recess Week	P3: Content Marketing	20/9
7	1/10	Display & Retargeting	A3: Social Media	27/9
8	8/10	Programmatic Advertising Interim Project Presentation	P4: Project Updates 1	4/10
9	15/10	Affiliate & Influencer Marketing	A4: Display & Retargeting	11/10
10	22/10	Public Relation & Crisis Management	A5: Programmatic, Affiliate & Influencer Marketing	18/10
11	29/10	Customer Lifetime Value, Measurement & Attribution	P5: Project Updates 2	25/10
12	5/11	Advanced Topics in Digital Marketing	A6: PR & Public Relations	1/11
13	13/11	Final Project Presentation (P6)		14/11

Quiz 2

1 Oct, in class, 40 minutes. Cover all topics till week 6.



P4: Interim Report

1. Updated Key Marketing Message in the form of Minto Pyramid
2. Important updates on points covered in previous reports
3. Editorial Calendar
4. Phase 1 Campaign Proposal
 - a) Use about 50% of your total budget
 - b) Choose at least 2 channels : SEM, Social Media, Display Marketing
 - c) Have clear landing page(s) and conversion objective(s)
 - d) Campaign duration (approx.): 1-15 Oct
5. Due: 4/10. Submit to Project Folder. File Name: Client. Cover Page: Client + team members.
6. Submit Peer Review on Survey: Project Peer Review – Mid Term by 4 Oct.
7. Interim Project Presentations: 3 on T1, 3 on T2, 4 during L8, 3 on T3. Schedule to be released.



A4: Display & Retargeting

- In LumiNUS Quiz
- Due 11/10