



Audience Product Experts

RLSA Advanced

Alessia Scarpellini, Search Audiences EMEA Lead, GMS
Clement Bourgois, Audience Product Expert, GMS

Google Partners | Academy

Last Week's Survey

Proprietary + Confidential

- Which dynamic remarketing lists would you use to reach the DO objective (make users convert)?
 - **Cart Abandoners**
 - Converters
 - Site Viewers
- To implement RLSA at Campaign level, any AdGroup level list has to be removed:
 - **True**
 - False
- A rule of thumb for RLSA Bid Adjustments is to set +100%, because returning users have twice the chance to convert
 - **True**
 - False



Quick note: you have time to fill in the survey for today's session until next Monday. This will be the rule for every upcoming session. Please do it! It is only 5 mins of your time!

In this session

- How RLSA works with automatic bidding strategies
- RLSA Target and Bid best practices
- ***NEW*** If function for Audiences
- Google Analytics incrementality test for RLSA



RLSA Advanced

Quick Recap: RLSA Bid Only vs. Target and Bid

BID ONLY:

- Your Search Ads can be shown both to new users and returning users
- You set a Bid Adjustment on Remarketing Lists (if the campaign is in manual bid)

TARGET AND BID:

- Your Search Ads can be shown only to people on the list searching for your keywords





Bid Only: how bid adjustments interact

Bid adjustments for RLSA are multiplied with other applicable adjustments

Example:

- Starting bid = 0.10€
- Bid Adjustments applied:
 - London +100% (2x)
 - RLSA List +350% (3.5x)
- Total final bid for someone in London part of the RLSA list:
 - $0.10€ * (3.5 * 2) = 0.10€ * (7) = 0.7€$

If you set a campaign-level bid adjustment of 2x for users from London, and an adgroup level bid adjustment of 3.5x for users on your “homepage visitors” user list, your bid for a user from London who is on that list will be 7.0x your normal bid

RLSA and Customer Match

When using both together, make sure you are following these best practices:

- Because there is some **overlap** with RLSA lists in Customer Match lists, it is crucial to **use a higher bid adjustment on Customer Match** than RLSA, even for initial tests
- Otherwise, a lot of traffic that can be reached by Customer Match will be trumped and still pulled into existing RLSA efforts

Why is this happening?

- Only one list that the user is on is sent to auction
- Only Demographics for Search Ads are separate

Smart Bidding

Prerequisite: have the right conversion tracking strategy in place

Easier through **MACHINE LEARNING!**

Smart Bidding is a set of **conversion-based bid strategies**:

- Target CPA, Target ROAS and Enhanced CPC (eCPC)
- Advanced Machine Learning helps you tailor the right bid to each and every **auction**
- It factors in a wide range of **auction-time** signals including:
 - Device
 - Location & time of day
 - Remarketing list
 - Language and operating system

To capture the **unique context** of every search

RLSA + Smart Bidding

1) Target ROAS, TARGET CPA:

- a) Need to **apply the RLSA** lists to make it work
- b) Adjusts bids that account for audience membership in place of anything you set
- c) Ignore any manual bid adjustment in place (will decide their own bids)

2) **eCPC** additionally applies the bid adjustment

Smart Bidding looks at the audience lists a user belongs to in an adgroup or campaign to determine the likelihood of a conversion and how to bid.

NEW They also look at **how recently** the user joined the list! For example, a list with duration of 300 days may have better performances from those cookies that joined in the past 7 days versus 300 days ago.

Smart bidding will tailor bids with this in mind!

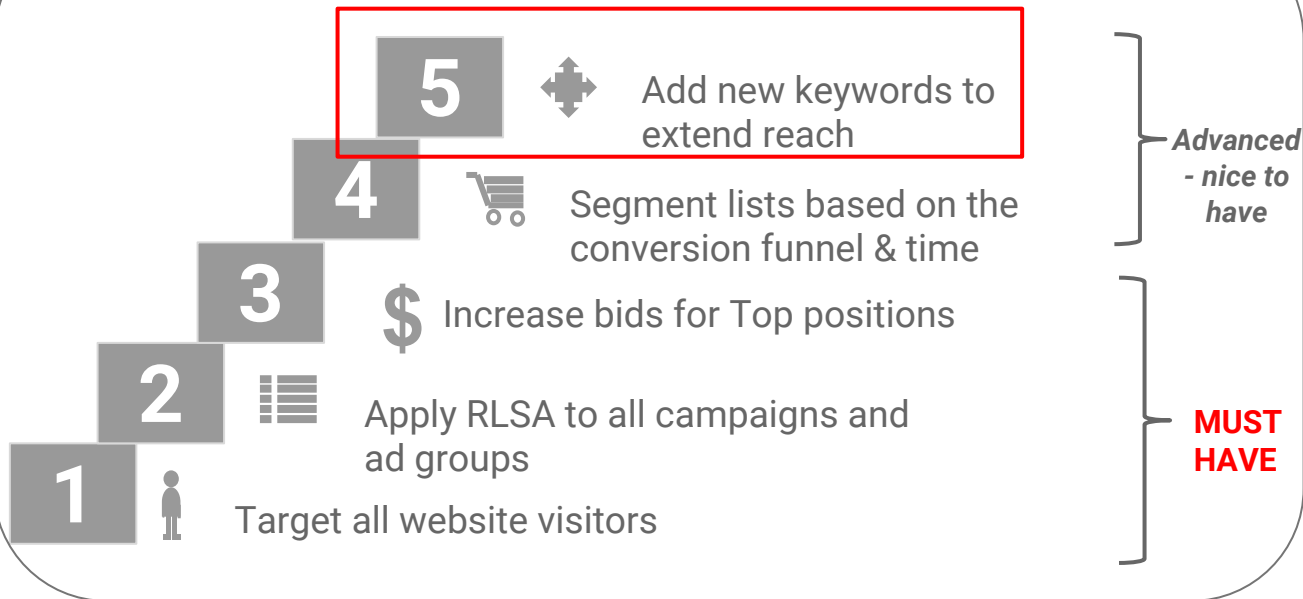


When you add a remarketing list to an ad group using automated bidding, you're telling to the bid strategy which users are most important to you. This helps the strategy optimize your bids and get you more conversions. **Help increase the number and quality of your conversions!**

Remember our RLSA FRAMEWORK?



Google Partners



RLSA Target and Bid



Apply your Remarketing lists to new Campaigns or AdGroups using "Target and Bid" and use **much broader Keywords** that would be too expensive when targeting new users

- Customizing landing pages
- Allocating specific budget
- **Bidding on new Keywords**

Only when RLSA Bid Only strategy is consolidated and working well

Advanced Target and Bid



CLOSE CONVERSION LOOP

RLSA

LIST: Shopping Cart Abandoners

KEYWORDS: Brand and Generic

AD TEXT: Limited Time Promo

LANDING PAGE: Send Users to a limited time deal to encourage transaction completion



CROSS/UP SELLING

RLSA

LIST: Past Converters

AD TEXT: Special Deals

KEYWORDS: Branded; product related



PROMOTE CUSTOMER LOYALTY

CUSTOMER MATCH

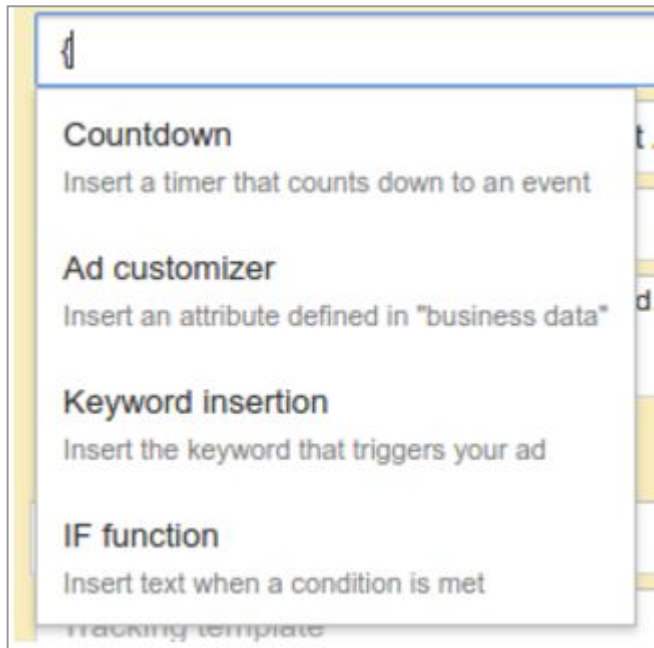
LISTS: *Subscription Expires; Converters not in Loyalty Programs*

KEYWORDS: Branded; Generic

IF Function for Audiences in Ads

JUST LAUNCHED!

CUSTOMIZE YOUR AD TEXT ACCORDING TO THE AUDIENCE IN BID ONLY MODE!



- IF function lets you insert a customized message in your ad based on who's searching (the Audience you choose)
- Write in your Ad:

```
{=IF(audience IN(<All Users>,text to insert):optional default text}
```
- This will let you customize the Ad Text also when using RLSA in Bid Only!

IF Function for Audiences in Ads

AdWords	Google Search
Headline 1: Kids Basketball Shoes	Audience = cart abandoners
Headline 2: Save <code>{=IF(audience IN(Cart Abandoners),30%):20%}</code> on Top Brands	Kids Basketball Shoes - Save 30% On Top Brands
Description: Get The Best Shoes At The Best Price. Free Shipping. Buy Now!	Ad www.example.com Get The Best Shoes At The Best Price. Buy Now!
	Other audiences
	Kids Basketball Shoes - Save 20% On Top Brands
	Ad www.example.com Get The Best Shoes At The Best Price. Buy Now!

RLSA Incrementality Test with Analytics

RLSA Incrementality test

How incremental is the traffic I am getting with increased bids?

- One way to answer the question of incrementality is to **split the list used for RLSA into two lists** (test and control list). Apply a bid adjustment to users on the test list and set no bid adjustment for users on the control list. You can then compare the conversion rate, clicks, impressions, average position between both lists and measure the incremental cost per conversion for users for which a bid modifier was applied



How?

Proprietary + Confidential

- Cookie Split in Google Analytics on All Users List

Every cookie is assigned a value from 1 to 50 and from 50 to 100 randomly.

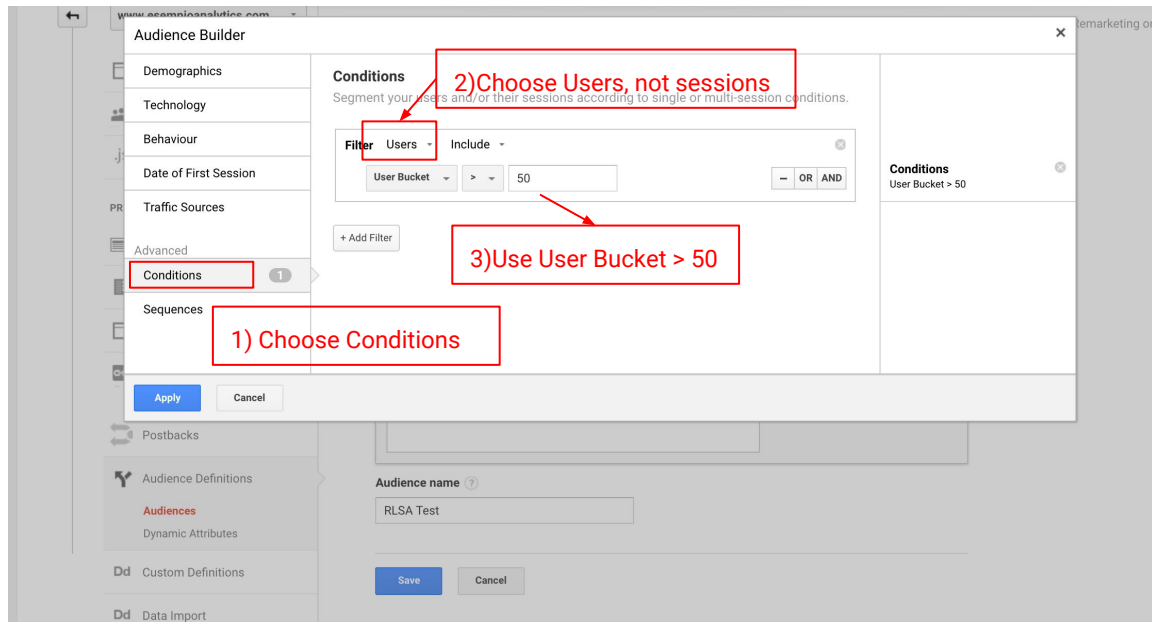
Those with value 1 to 50 go into the first bucket, those with value 51 to 100 go in the second. Result: you have 2 lists with the same kind of users on it.

- List are imported into AdWords automatically
- Apply the 2 lists to the same AdGroup:
 - a) RLSA (Test) with Bid Adjustment
 - b) RLSA (Control) without Bid Adjustment
- Wait (100 Conversions Recommended) and analyze



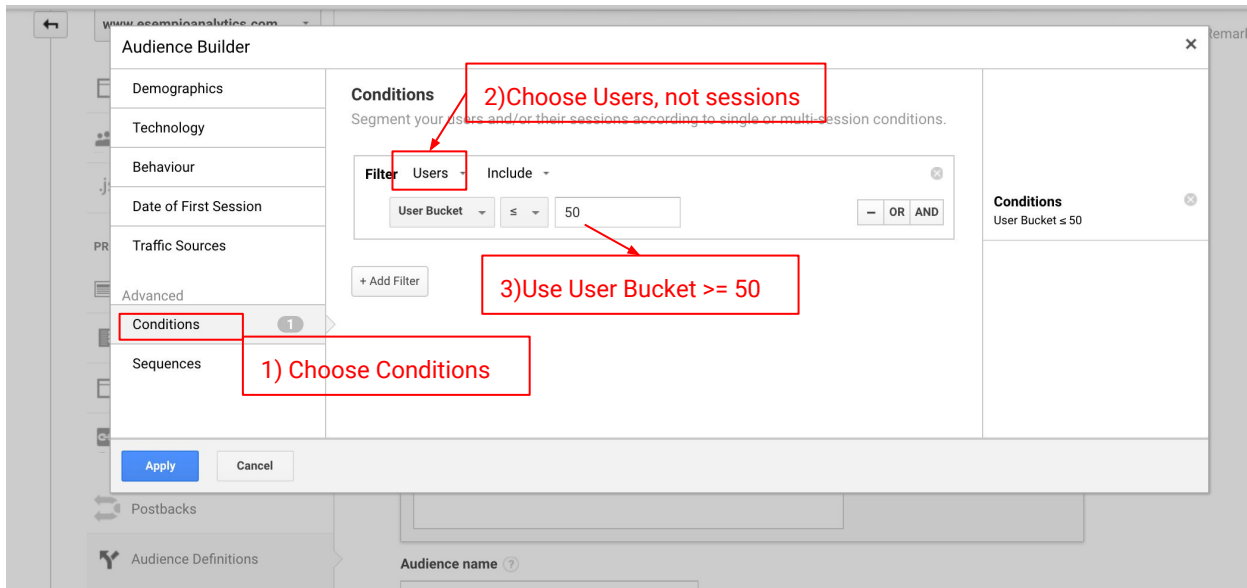
Google Analytics

Create the lists in Google Analytics



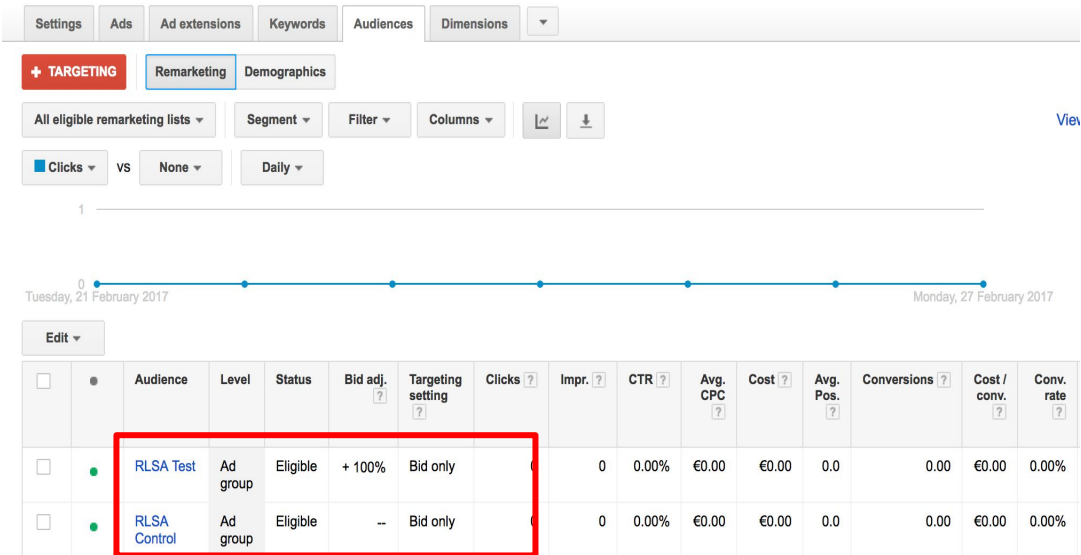
1. Create the RLSA Test List in Analytics

Create the lists in Google Analytics



2. Create the RLSA Control List in Analytics

Add the lists to the same AdGroup



3. Add the two lists to the same AdGroup:

- One with a bid adjustment (we recommend 100% or higher), the other without
- Or both with 2 different bid adjustments

Wait for 100 conversions or at least 2 weeks and analyze the results!



Recap: main takeaways from this session



1. Use **Smart Bidding** to get rid of managing lists bids on your own
2. Use RLSA in **Target and Bid** as an advanced strategy, particularly useful to **expand your keywords**
3. Get rid of RLSA in Target and Bid when you use it to customize the Ad Text on Audiences! Use the **IF Function instead**, in Bid Only, on existing AdGroups
4. Now you know how to test the impact of RLSA manual Bid Adjustments using the **Analytics Cookie split!** This is not really well known, so make the best out of it!

In the Next Session

- Display Best practices
- How to structure your Display strategy: mix and match audiences solutions
- Display ads format: display responsive ads and dynamic responsive ads
- The road to automation: how machine learning can help you invest in display the easy way
- Video best practices

Do not forget to fill in the survey!
Links are in the description of the Video



Appendix

Additional Resources

- [RLSA and Automatic Bidding Strategies](#)
- [Think with Google: RLSA](#)
- [IF Function for Audiences](#)
- [RLSA Success Story](#)



Question	Answer
The incrementality test is good for comparing bid adjustments within RLSA but can it help when comparing RLSA to non-RLSA?	The RLSA incrementality test is done through cookies split, so can only be used on remarketing lists. For comparison among RLSA vs. non RLSA you can reach out to your account managers, and analyze the results together
Is there a limit to the amount of lists you can create?	Please check this resource for AdWords account limits

