



Audience Product Experts

Best practices for Dynamic Remarketing, RLSA & DFSA

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Last Week's Survey: 1 of 2

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- Which of the following is true? Select all that apply.
 - 96% of people that visit a website leave without converting
 - 70% of people abandon the shopping cart without purchasing
 - 100% of people that visit a website leave without converting
 - 49% of users visit 2-3 websites before converting
- AdWords Remarketing is Cross Device
 - True
 - False



Last Week's Survey: 2 of 2

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- **Similar Audiences allow you to:**
 - **Reach new users similar to your current users**
 - Reach returning users
 - All of the above
- **Intent signals focus on what you like, what your passions are and what you're interested in:**
 - True
 - **False**



In this session

- Dynamic remarketing (recap on how it works and best practices)
- Search Audiences:
 - Recap on RLSA (why and how)
 - Implementing RLSA at scale
 - How to wisely choose the right Bid Adjustment for RLSA
 - Introduction to Demographics for Search (best practices)



The approach we took

Overview of all Audience solutions available: 1P data and Google Data

Audience Algorithms: how does Google create Audiences?

Remarketing: an audience solution to turn a date into a relationship

Similar Audiences: an audience solution to reach new users similar to yours

Dynamic Remarketing: the easiest way to personalize your messages

Audiences are not only for Display. Audience Solutions on Search: RLSA&DFSA

Dynamic Remarketing

Context

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Up to 30 steps in a purchase cycle

[Source: Think with Google](#)



Average time spent online by users

Source: eMarketer



Average number of products
in a feed

Source: Google



Average 3 different devices combination
used per day

[Source: Think with Google](#)



2 Million Websites and 650k apps

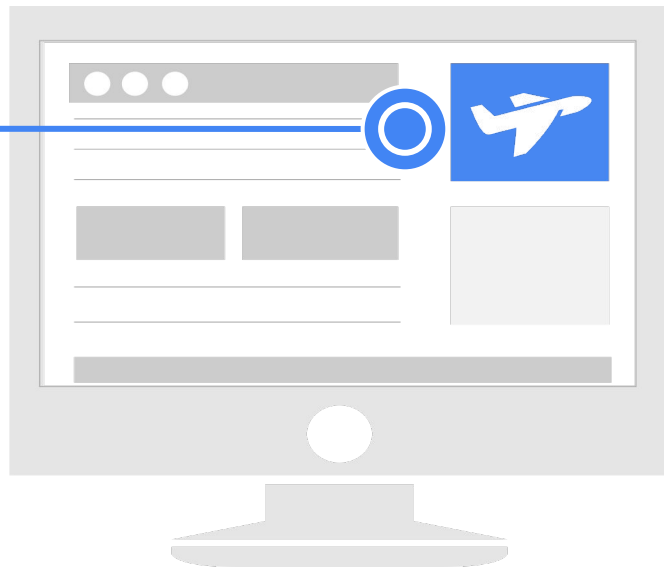
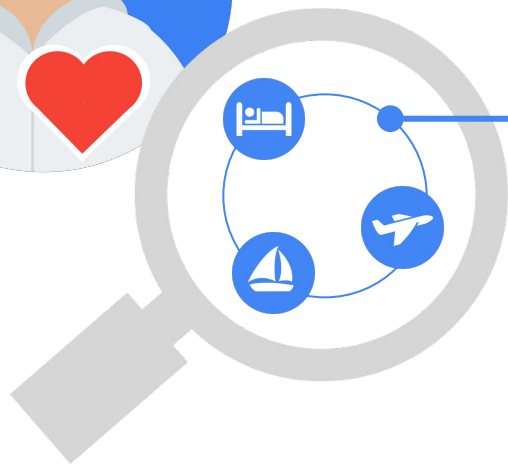
[Source: AdWords Help Center](#)



Ads formats available on 3
OSs

Personalization on such a large scale is difficult

But it matters! Tailor made, relevant content is cost effective and leads to higher CvR. **Dynamic remarketing makes customization EASY**



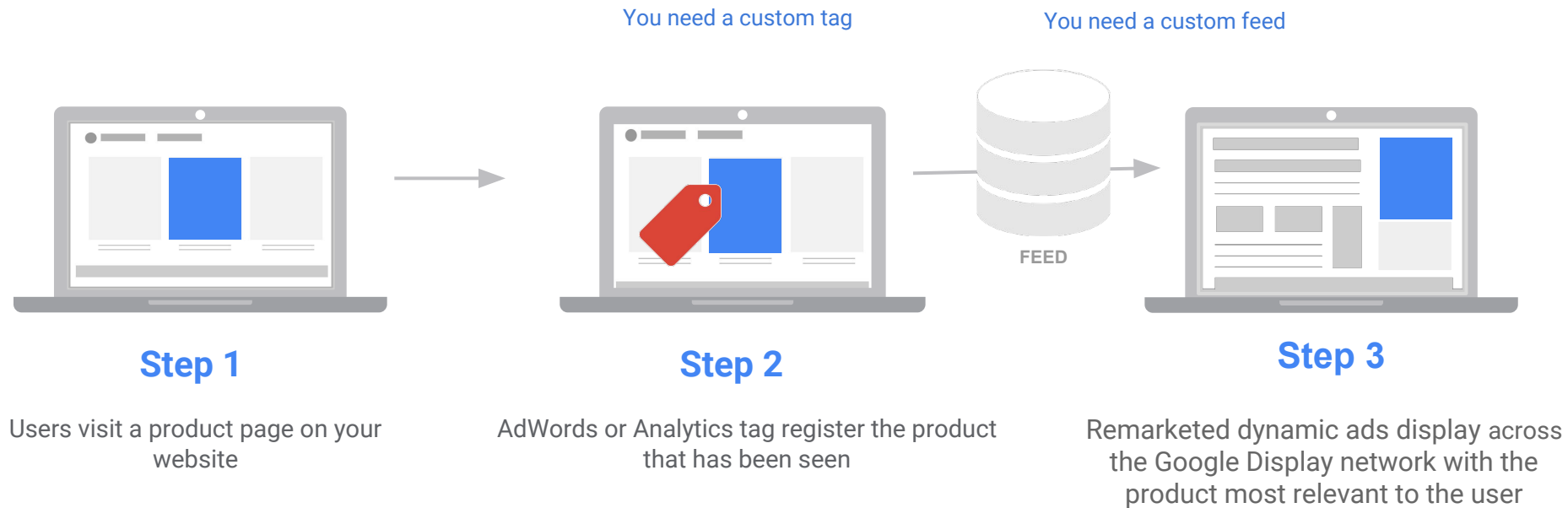
CvR

2 X

60%

CPA reduction

Recap: how dynamic remarketing works



Available for all verticals. We recommend to use GMC feed for retail. For other verticals, the feed can be built in AdWords

Dynamic Responsive Ads

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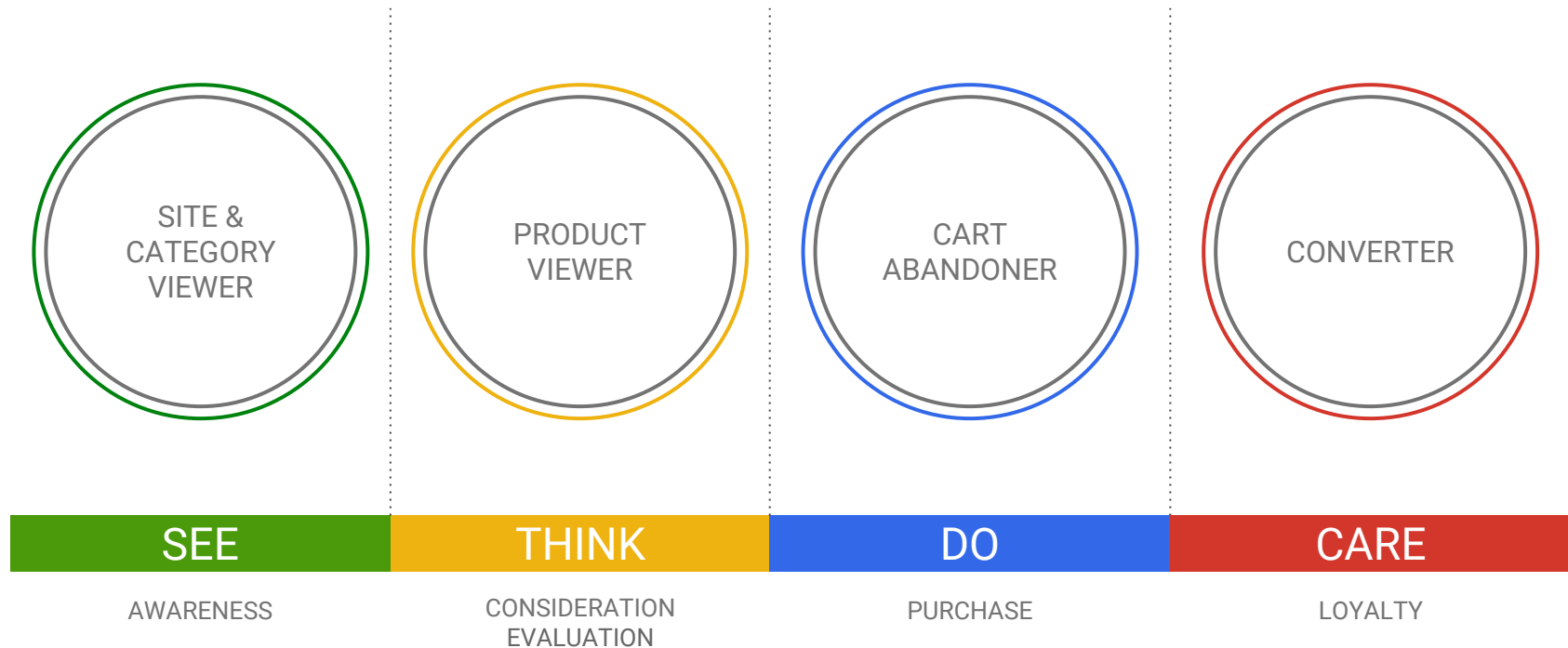


Key benefits

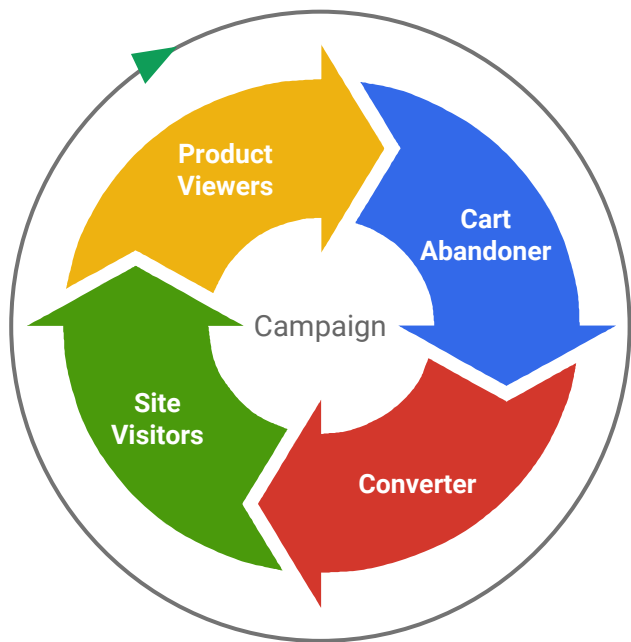
- Best performance solution
- Automatically fits on every screen, and every in ad placement
- Easily create beautiful ads
- Templates updated with the latest beautiful, great performing templates.
- All you need is a logo, a 4:1 marketing image and two lines of copy.
- 100% reach across the GDN
- Access to 5% of Native Inventory previously unavailable to Dynamic Ads.

ALL AUDIENCES ARE NOT EQUAL

LET'S TARGET THEM DIFFERENTLY



Setting up your Dynamic Remarketing Campaign



Best Practices

Target all languages


Target all locations

Optimise ad rotation for conversions

Automate your frequency cap

Opt-in to mobile, Tag mSite, leverage Dynamic responsive ads

Intent

*See**Think**Do**Care*

	Site Visitors	Product Viewers	Basket Abandoners	Converters
Homepage List	Yes			
Category List	Yes			
Product List	Exclude	Yes		
Cart List		Exclude	Yes	
Converters List			Exclude	Yes

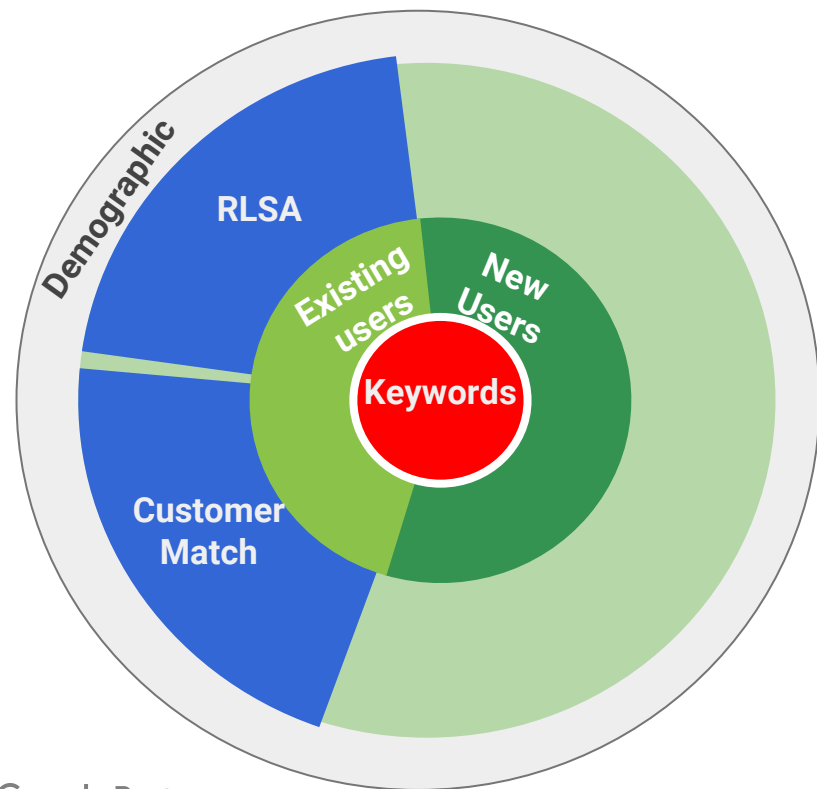
Search Audiences:

- RLSA
- DFSA


Remarketing Lists for Search Ads (RLSA)


RLSA: all search users are not equal

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Remarketing lists for Search Ads

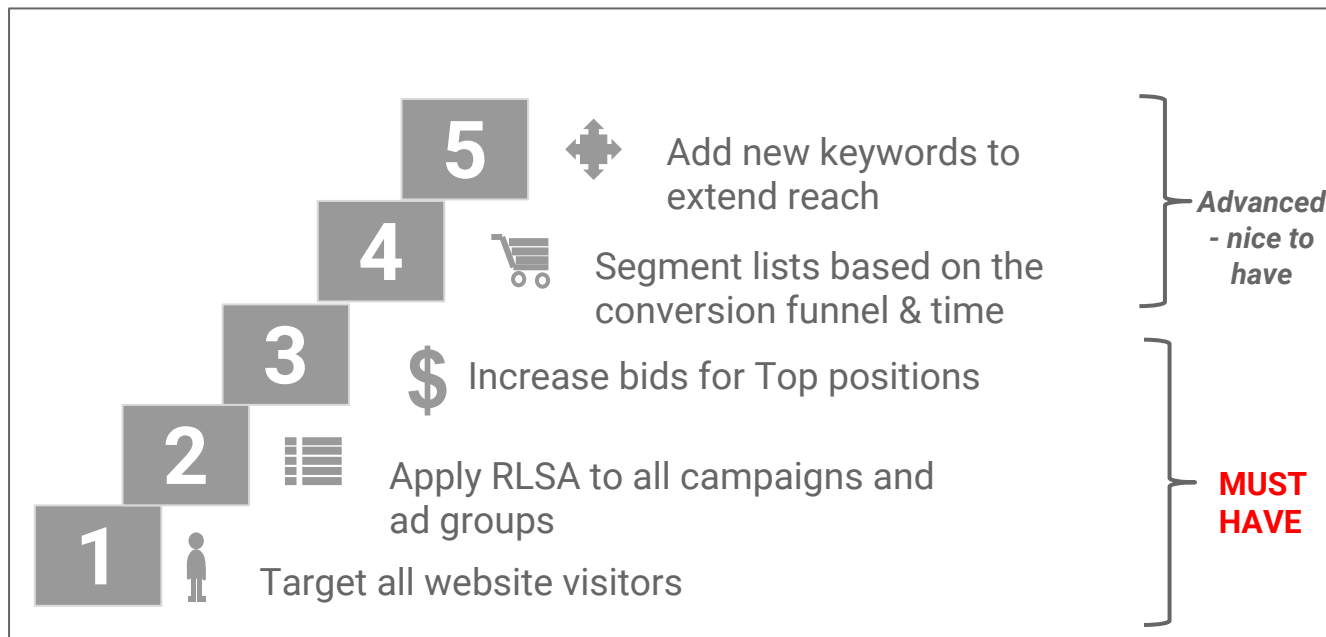
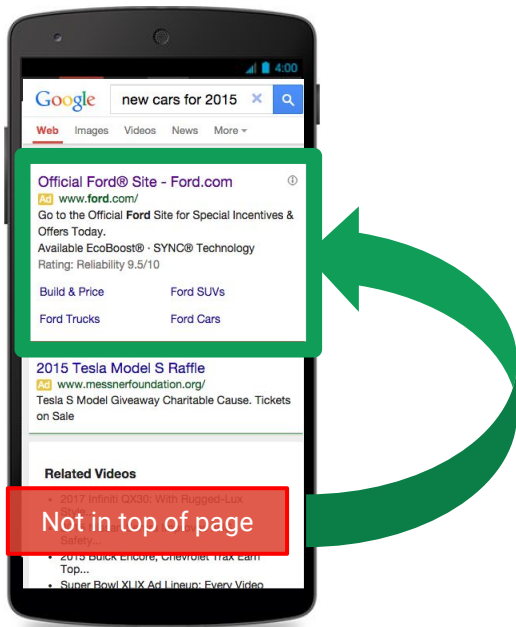
1  Already familiar with your products or brand

2  "Audiences" of higher-converting consumers

Higher conversion rates
Lower CPA

RLSA FRAMEWORK

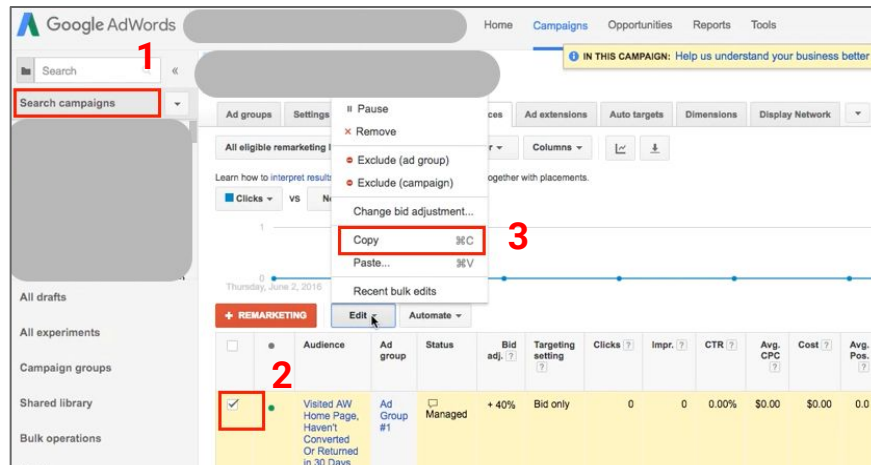
Returning site visitors convert
2x more!



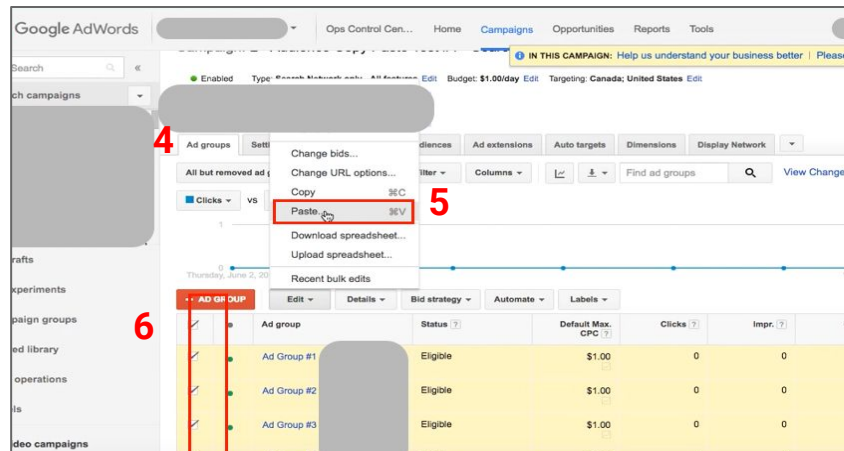
In this session we'll recap RLSA Basics (1,2,3). In the next session we'll go more advanced

Add RLSA Lists to all your Search Campaigns in Bid Only

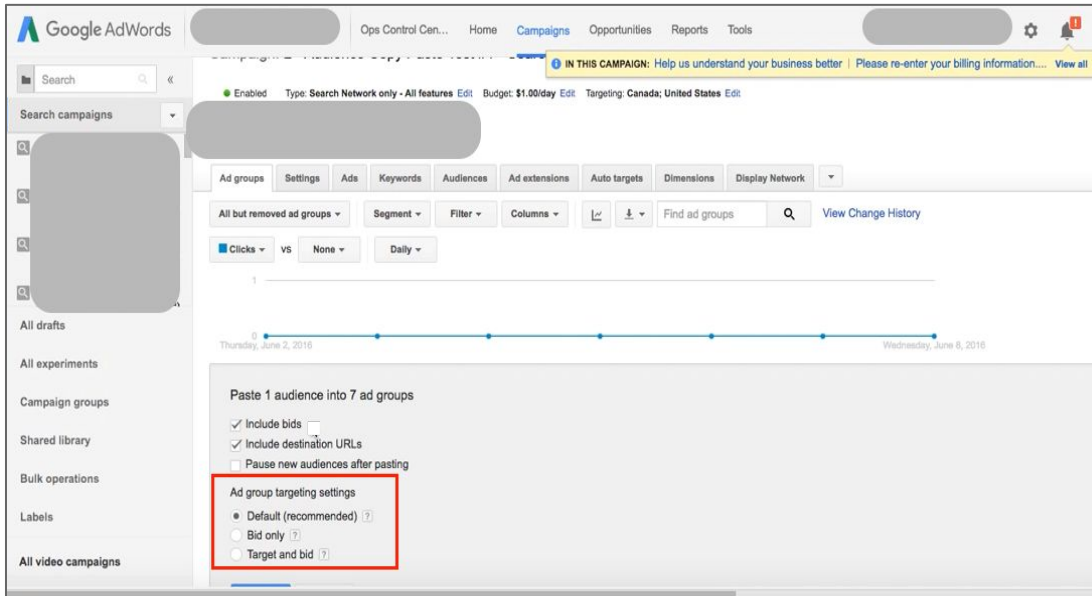
Add existing remarketing lists with Copy Paste across all search campaigns in under **2 MINUTES**



1. Select Search Campaigns
2. Click on the Audiences tab and tick the lists to copy
3. Edit > Copy



4. Click on the AdGroups Tab
5. Select the AdGroups you want to paste the lists to
6. Click on Paste

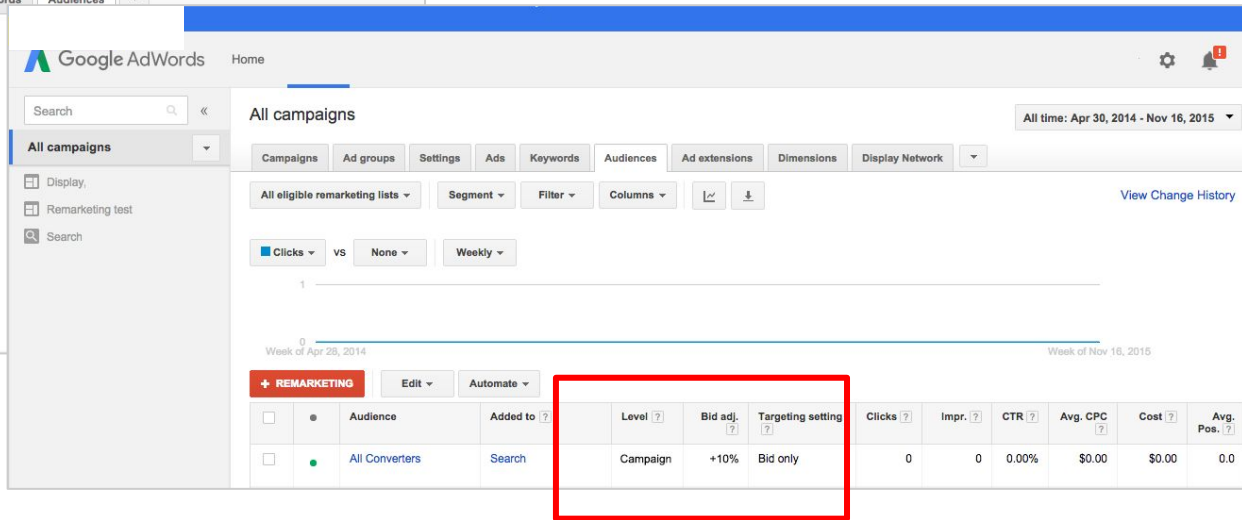
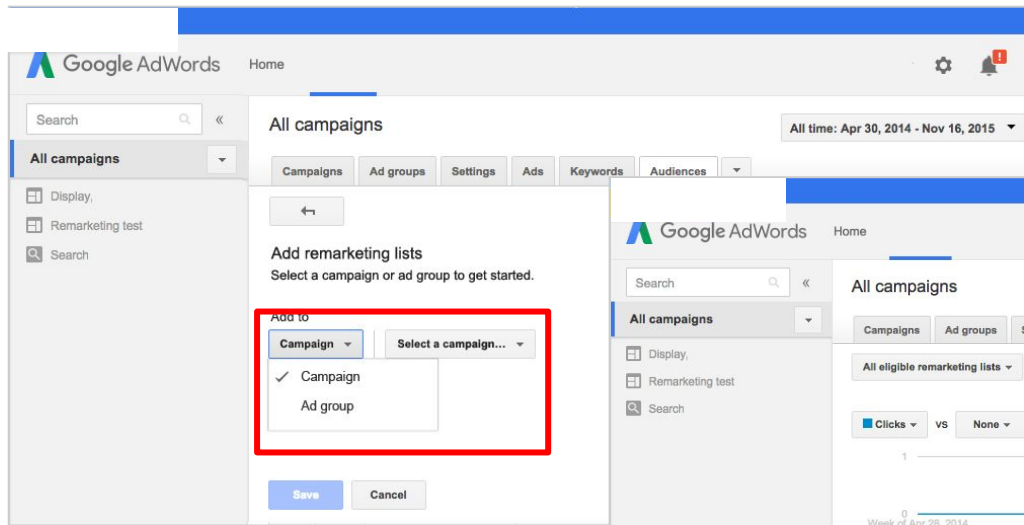


AdGroup Targeting Settings Available:

1. **Default (smart targeting)**
2. **Bid Only**
3. **Target and Bid**

Campaign Level RLSA ***NEW***

Works with Customer Match too!



Spend less time micromanaging bids on RLSA!

Best Practices suggest setting bid adjustments based on larger sample sizes than a single adgroup

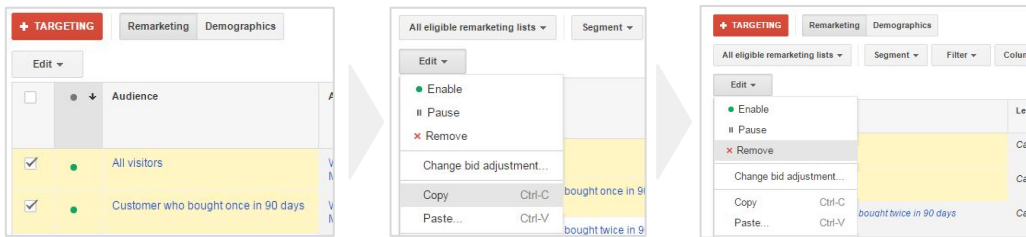
Advertisers already using Audiences and want to migrate from adgroup to campaign-level

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⚠ Adgroup level targeting must be removed from active and paused adgroups (not deleted ad groups) before audiences can be implemented at the campaign level

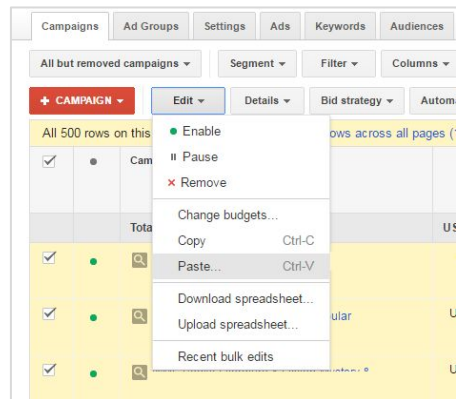
1 Remove the lists from your ad groups

- Filter for “Search campaigns” and go to “Audiences Tab”
- Copy the lists you want to apply at campaign level
- Remove the lists from all ad groups of your desired campaigns



2 Paste the lists to your campaigns

- Go to the “Campaigns” tab
- Select your desired Search campaigns
- Go to “Edit” and “Paste” the lists



List best practices

- The maximum list duration for RLSA is **540 days**
- **1000 cookies** minimum
- A longer list duration:
 - Helps advertisers with long **seasonality or long purchase cycles** better target valuable site visitors
 - Allows for **larger lists; better list coverage**
 - **Pay attention:** align list duration to your strategy to make sure you are targeting the right users
- **List best practices:** the simpler the better (Max 5 lists). Eg:
 - All Users
 - Past Converters
 - Cookie duration based lists (eg. past 30 days visitors)
 - Cart Abandoners
 - Product Page viewers



Increase Bids for top positions

Main benefits of RLSA:

- Use **existing** lists
- Apply lists on **existing** search campaigns
- Let AdWords optimize bids on your **existing** keywords for visitors on your remarketing lists
- **Full control: you decide the maximum bid adjustment** (up to +900%)

The screenshot shows the Google Ads interface for 'Search Campaign 1'. The 'Audiences' tab is selected, and a table shows the configuration for 'All Users'.

Added to	Level	Status	Bid adj.	Targeting setting	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conver
Search Campaign 1 > Ad group #1	Ad group	Eligible	+100%	Bid only	0	0	0.00%	€0.00	€0.00	0.0	

Choosing the right bid adjustment

The **Opportunities Tab** now allows to apply RLSA in bulk to AdGroups:

Opportunities available:

- Reporting Only
- Adopt and Bid
- Change Bid Adjustment

We recommend to use it for Bidding

Change audience bid adjustments to reach people who are important to you

[Remarketing lists](#) allow you to customise your Search Network campaigns for the people who previously visited your website. [Customer match](#) lets you show ads to your customers based on data about those customers that you share with Google.



Opportunity

Why it's being suggested

Change your bid adjustment for **Todos os visitantes** to **+26%** for 8 ad groups

R\$240 cost savings and a **R\$0.08** decrease in average cost per conversion

Apply

Change your bid adjustment for **Visitors** to **+124%** for 2 ad groups

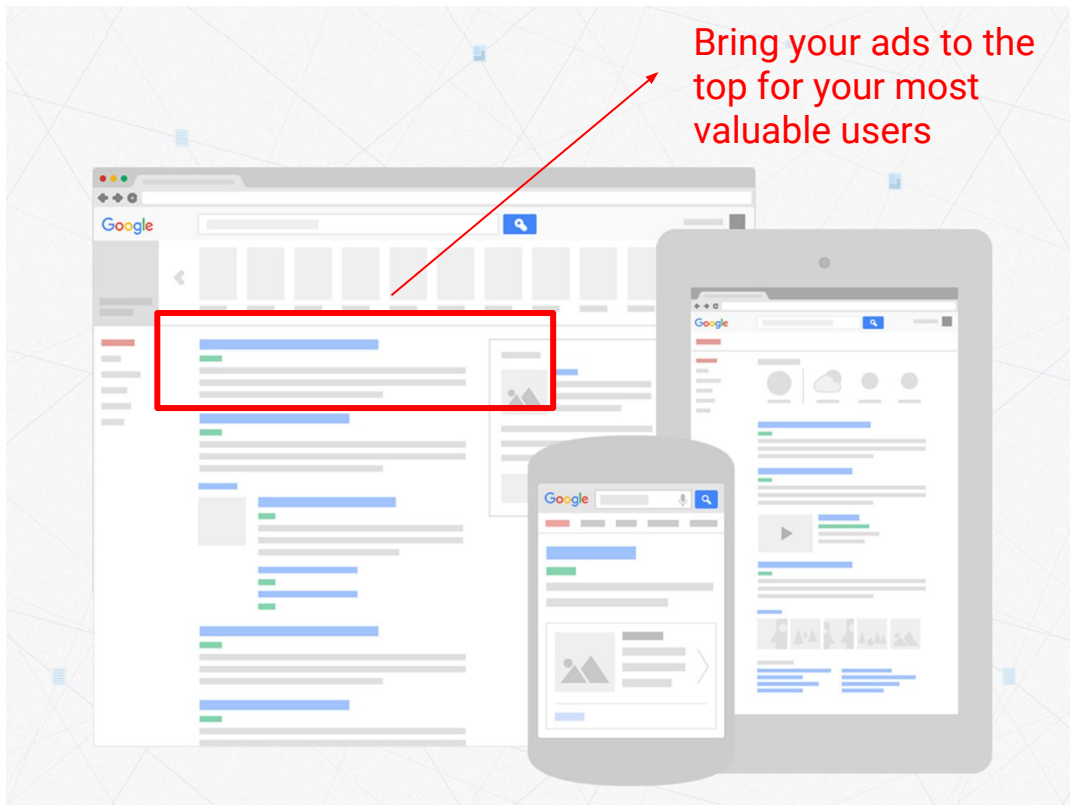
R\$14.00 cost savings and a **R\$0.08** decrease in average cost per conversion

Apply

Past performance is calculated over a recent 90-day period.

1 - 2 of 2

Choosing the right bid adjustment



Bring your ads to the top for your most valuable users

RULE OF THUMB



- Use **+100% bid adjustment**
- Returning users have 2x the chance to convert, hence it is worth bidding more on them

If you want to be more specific, bid more on those users that are closer to closing the conversion funnel. Eg:

- All Users +100%
- Product Page viewers +120%
- Cart Abandoners +160%

Analytics and RLSA

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HOME REPORTING CUSTOMISATION ADMIN												
15 Sep22 Sep29 Sep6 Oct												
Search reports & help												
Device Device (Ad Group Level) Location Ad Schedule Search Remarketing ListPlot RowsSecondary dimension												
Overview												
All Traffic												
AdWords												
Accounts												
Campaigns												
Treemaps												
SitelinksNEW												
Bid Adjustments												
Keywords												
Search Queries												
Hour of Day												
Final URLs												
Display Targeting												
Video Campaigns												
Shopping Campaigns												
Search consoleNEW												
Social												
AcquisitionBehaviourConversionsE-commerce												
CampaignSearch Remarketing ListBid Adj.ClicksCostCPCSessionsBounce RatePages/SessionE-commerce Conversion RateTransactionsRevenue												
ALL--1,517US\$320.10US\$0.211,55928.29%7.812.44%38US\$4,888.05												
ALL--1,517US\$320.10US\$0.211,55228.22%7.832.45%38US\$4,888.05												
[RLSA-SmartList]--53US\$7.21US\$0.146550.77%12.069.23%6US\$1,283.91												
[RLSA-All Not SmartList]--45US\$8.36US\$0.196248.39%6.823.23%2US\$144.80												
ALL--0US\$0.00US\$0.001100.00%1.000.00%0US\$0.00												
ALL--0US\$0.00US\$0.00633.33%5.830.00%0US\$0.00												
Show rows: 10Go to: 11-3 of 3												

Demystifying RLSA

I don't know the bidding strategy

As we saw, in the **Opportunities Tab** you have custom AdGroup RLSA bid adjustment that you can implement with a click. In case the suggestion is missing, you should **adjust the bid to 100%** (returning users convert 2x)

I do not know the value of returning users

In **Google Analytics** you can analyse how returning users behave in terms of conversions, bounce rate, pages visited. In AdWords, you can check the **Audience Insights** report. Wait for the next session to learn the incrementality test!

I am already in the first position

Then Bid Adj. **won't affect your CPC**, but will allow you to keep your Ad Rank if competitors set more aggressive bidding strategies. Also, check the **impression share**: you might be 1st but losing a huge share of auctions because of low bids

Remarketing on converted is useless

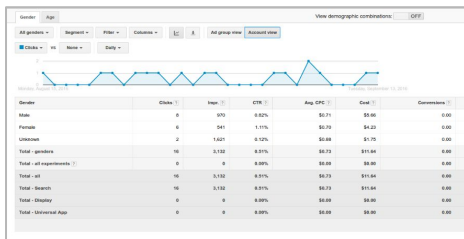
The search through a query is still the #1 intent, so if a past converted is looking for your products again, you need to be there!

Demographics for Search Ads (DFSA)

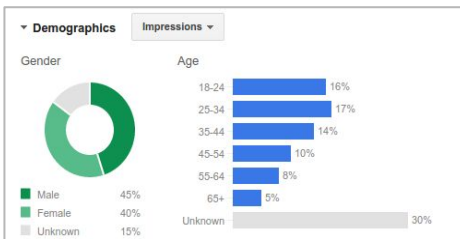
What is DFSA?

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- Demographic targeting available for Search on:
 - Age ranges
 - Gender
- Like RLSA, use it to **adjust your bids** on Age and Gender
- **Key Benefits:**



No set up or coding required: the Demographics Audience tab is already in your Search Campaign Audience Tab



Reporting: visual roll up, account level reporting, age and gender combination reports. See which Age / Gender converts the most



Bid more on your most valuable Age and Genders

Where is DFSA?

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All campaigns >
Campaign: Search Campaign 1

Enabled Type: Search Network only - All features Edit Budget: €10.00/day Edit Targeting

Ad Groups Settings Ads Keywords **Audiences** Ad extensions Dimensions

+ TARGETING Remarketing **Demographics**

Gender X Age X View demographic combinations: **ON**

All eligible combinations Segment Filter Columns Ad group view Campaign view

Clicks vs None Daily

Friday, 13 January 2017 Thursday, 19 January 2017

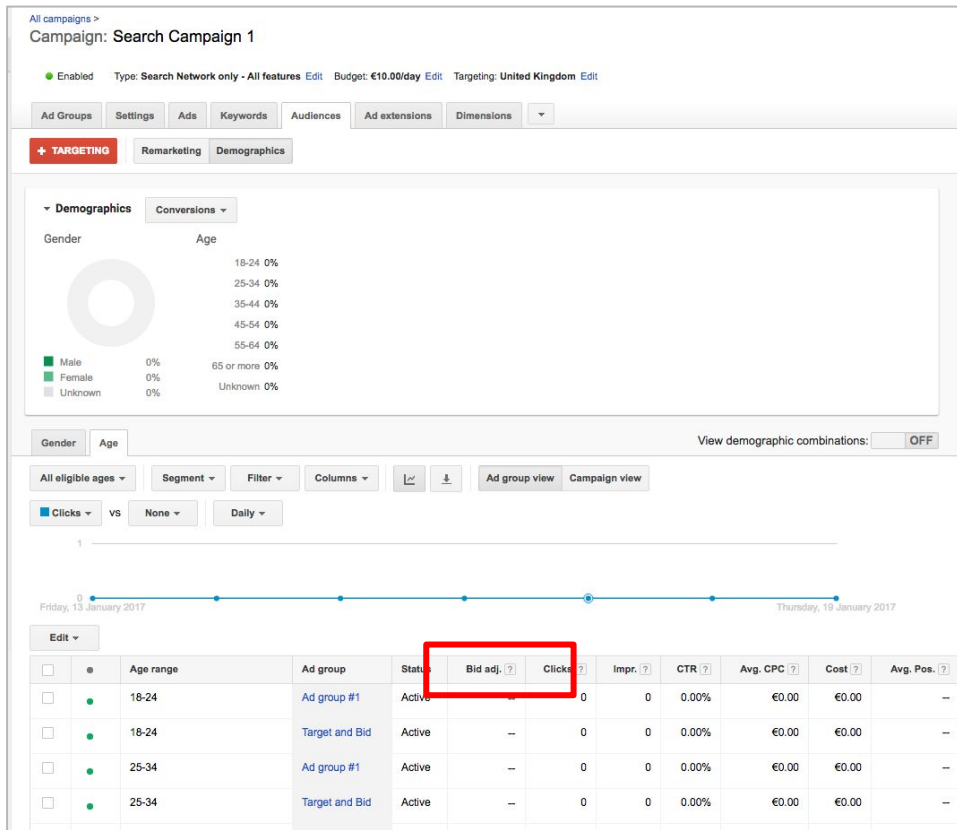
Gender	Age range	Ad group	Clicks ?	Impr. ?	CTR ?	Avg. CPC ?	Cost ?	Conversions ?	Cost / conv. ?
Male	18-24	Ad group #1	0	0	0.00%	€0.00	€0.00	0.00	€0.00
Male	18-24	Target and Bid	0	0	0.00%	€0.00	€0.00	0.00	€0.00
Male	25-34	Ad group #1	0	0	0.00%	€0.00	€0.00	0.00	€0.00
Male	25-34	Target and Bid	0	0	0.00%	€0.00	€0.00	0.00	€0.00
Male	35-44	Ad group #1	0	0	0.00%	€0.00	€0.00	0.00	€0.00
Male	35-44	Target and Bid	0	0	0.00%	€0.00	€0.00	0.00	€0.00
Male	45-54	Ad group #1	0	0	0.00%	€0.00	€0.00	0.00	€0.00
Male	45-54	Target and Bid	0	0	0.00%	€0.00	€0.00	0.00	€0.00

Audience Tab in
your search
campaign

Switch
Demographic
combination on to
see combined
reports

DOs and DON'Ts

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- Use the reports to analyze clicks and conversion rates according to age and gender
- **Adjust bids** accordingly
- **Do not exclude** gender or age ranges, it will restrict your traffic!
 - Apply a negative bid adjustment to less performing categories
 - Apply a **positive bid adjustment** to best performing categories
- Use in **combination with RLSA**

Recap: main takeaways from this session



- People are connected for many hours/day. They visit a lot of websites, and advertisers have a lot of products to offer. **Dynamic Remarketing** makes customized advertising really easy
- We shared many data that can be used as Dynamic Remarketing selling points
- According to **the objective you want to achieve**, you need to use different remarketing lists. Remember that the conversion is the ultimate goal, not the only one
- **Audience Solutions** can be used to optimize your **search campaigns**. We have seen how to implement RLSA at scale and how you can use Demographics for Search to get demo insights on your search traffic and adjust your bids accordingly

Advanced RLSA strategy in the next session

In the Next Session

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

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



Appendix

Additional Resources

- [Dynamic Remarketing success story](#)
- [RLSA Best Practices](#)
- [6 Basic Ways to Segment your Audience](#)
- [RLSA Success Story](#)
- [AdWords Bid Adjustment reports](#)
- [Shift to constant connectivity](#)
- [Programmatic and Native Ads](#)



Question	Answer
There was no way to add remarketing list to multiple search campaigns on campaign level. Are you going to fix that?	Instructions are on slide 21 . Please let us know if unclear. Thank you!
Why you cannot bid on combination of both age range + gender? Is there only way to that in creating a new campaign/ad group? For example - I want to raise bids only for men 18-24y in single campaign	Unfortunately this feature is not available
I didn't understand why DFSA - for targeting those who already visited your website... does it actually help?	DFSAs shouldn't be used for targeting. It should be used to increase bids on a given age range or sex for existing AdGroups. So, if you set a +10% bid adjustment on Females and your bid is 1€, for a female entering the auction AdWords will automatically raise the bid to 1.1€
AdWords in-market and affinity audiences cannot be found in DBM. Impossible to optimize programmatic with AdWords insights then? Why are the audiences different across Google products?	Will go through this during our last session on Programmatic
What is the data source / accuracy ? How is the audience age / gender of the audiences determined ?	Data are declared or inferred. You can find details here .



Question

Answer

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Should we use RLSA the same for E-commerce clients as we do for lead generation clients?

Overall, we recommend to use RLSA in Bid Only mode, get a CPA optimization and reach a conversion uplift and then move on to more advanced strategies (like RLSA in Target and Bid for keyword expansions). Anyway, every account / client / vertical can be assigned to a tailored RLSA Strategy that you can discuss with your account strategies.

The functionality to customize ads according to audience, how is it called?

It is called [IF Function](#), we are going through this in the next session

Hi, if a web user visiting 3 different product pages how will the algorithm decide which item will be advertised on the banner?

All 3 products could show. If only one product is shown, it could be chosen based on past product performance (eg. conversions). You can read more [here](#) about recommendation engine.

Is there any possibility that my AdWords does not have the last version? I can't change bids or copy paste audiences. Thanks!

This shouldn't be happening. You can share this issue with your account strategist.

Does AdWords Editor already support campaign level remarketing list in search campaigns?

I need to confirm this with our Product Managers and I'll let you know during the next livestreams

