



Audience Product Experts

Understanding Audience Solutions and Remarketing

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Google Partners | Academy

Last Week's Survey

- Which of the following Google Audience Solutions allows you to reach new users?
 - Remarketing
 - Customer Match
 - **Similar Audiences**
- Audience Solutions allow you to:
 - Reach the right user at the right moment
 - Achieve higher conversion rates
 - Invest in a cost efficient way
 - **All of the above**



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. We made an exception for last week's survey. It is still open. Please do it! It is only 5 mins of your time!

In this session

- How do Audience Algorithms Work?
- Remarketing Recap and Best Practices
- Analytics for Remarketing
- Similar Audiences



How do Audience Algorithms
work?

Find your Audience in 2 Steps

COLLECT



Audience Signals

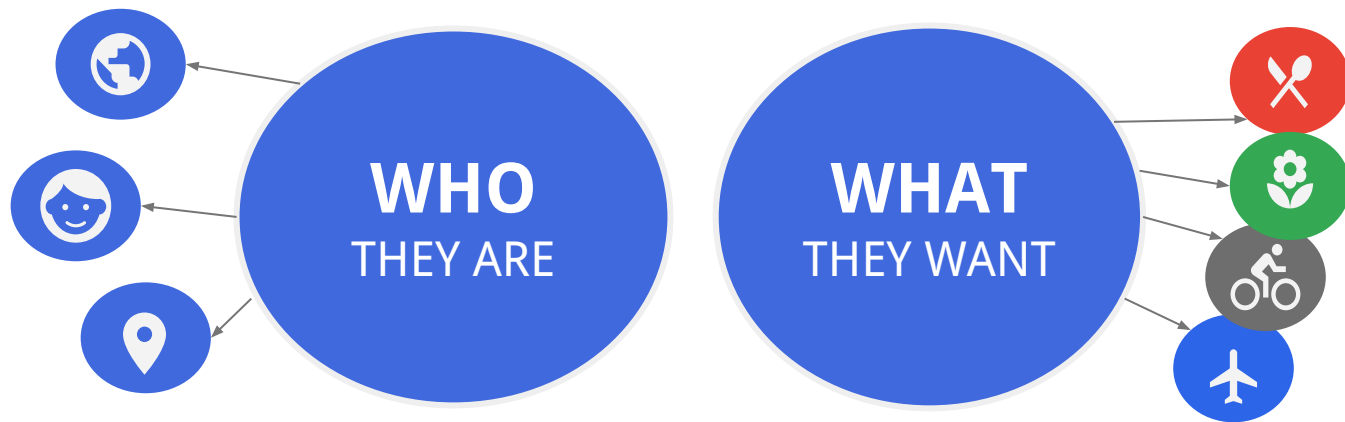


SEGMENT



Your Audience

What do we mean by Audience Signals?



Trust in Google Audiences: how do they work?

Proprietary + Confidential

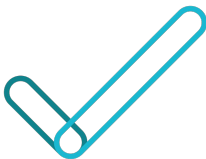
Refined audiences based on Google data. Google uses powerful signals derived from its huge amount of data to identify users with qualified interest in your product or brand across the purchase funnel.



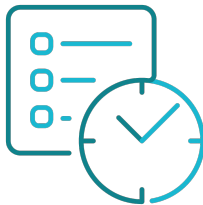
Repeated patterns
of behavior



Clear intent
signals



Personalized
algorithms

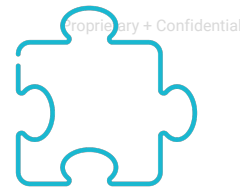


Real-time
audiences

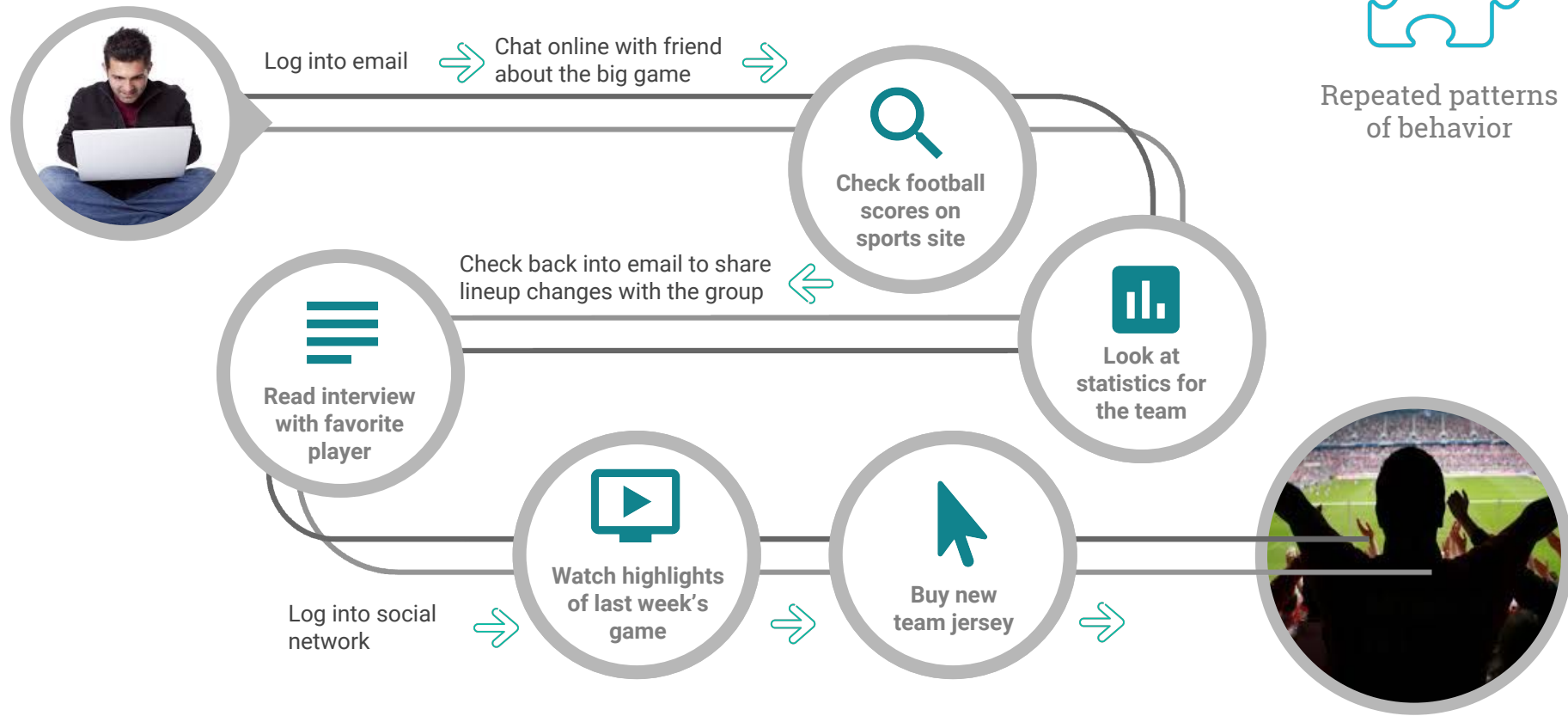


Efficient
targeting

Repeated Patterns of Behavior



Repeated patterns
of behavior



Clear differentiation of intent versus interest

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Clear intent
signals



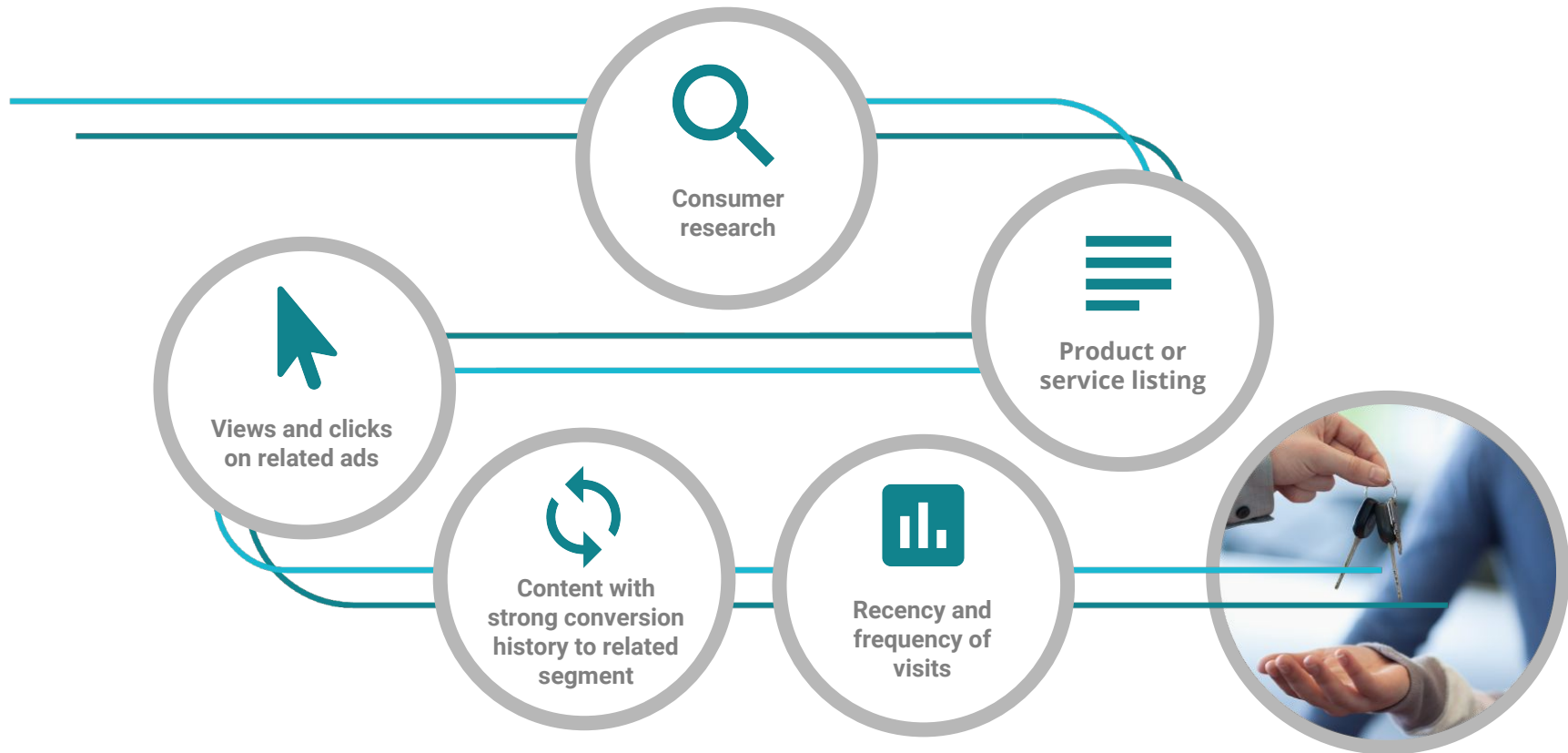
Interest Signals focus on what you like, what your passions are and what you're interested in



Intent Signals focus on **actions** you're likely to take such as making a purchase

Further Refining Intent by Looking at Purchase Cycle

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Personalized Algorithms



Likely to be a fashion enthusiast



Spends **1 hr/day** on the web



Browses fashion sites for **30 mins**



Personalized
algorithms



Less likely to be a fashion enthusiast

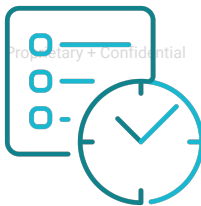


Spends **6 hr/day** on the web



Browses fashion sites for **30 mins**

Google Audiences are real-time and free to use



Real-time
audiences

Google Audience lists are updated at
every impression



This means you don't miss opportunities
or waste budget

Google audiences are **free** –
only pay for media



While most providers charge fees on top
of CPM auction prices.

Audience Insights Reports in AdWords

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How to find it

Search

«

All campaigns

All drafts

All experiments

Campaign groups

Shared library

Audiences

► Bid strategies

► Budgets

► Business data

► Campaign negative keywords

► Campaign placement exclusions

URL options

Shared library >

Audiences

Use remarketing to show ads to people who visited your website, used your app or clicked your ads. Or, reach specific audiences using custom combinations. [Learn about remarketing](#)

+ REMARKETING LIST

Remove

Add to ad groups

Labels

Filter

Search by list name

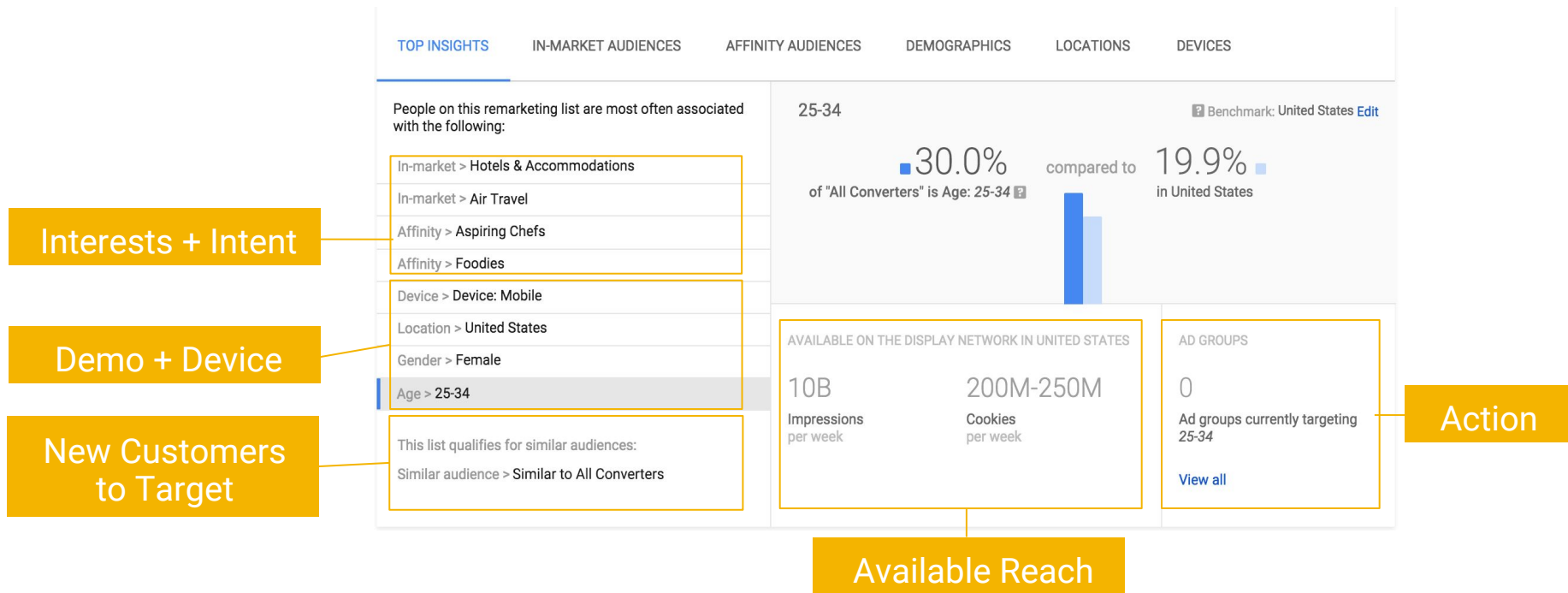
Search

	Audiences	Type	Membership status	List size			
				Search	YouTube	Display	Display (Gmail)
<input type="checkbox"/>	All Users All Users	Website Tag-based Google Analytics	Open	2	—	—	Unavailable

Audience Insights Reports in AdWords

dential

Using your remarketing lists, you can **determine the audience composition of your users** and **GROW** your audience



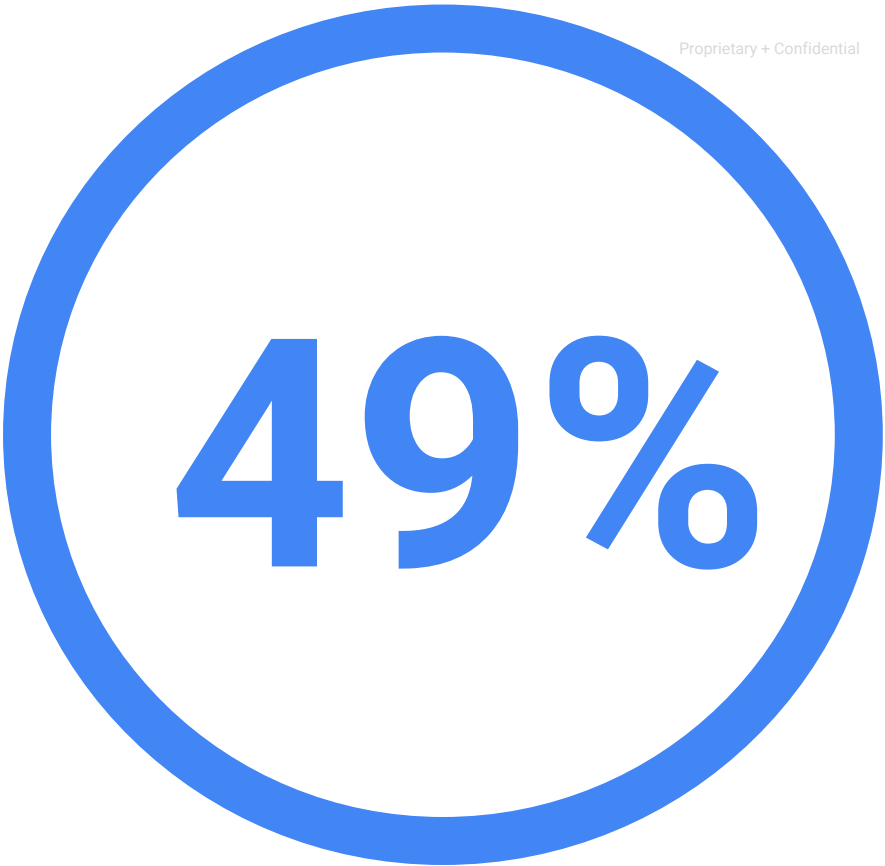
Remarketing



Of people visiting a website **leave**
without converting



Of people **abandon** their shopping
cart without completing a purchase



Of consumers **visit 2-3 sites** before
converting

How Remarketing Works

Re-engage users who previously visited your site and show them relevant ads across the web

Your Users



Visitor comes to your site



Visitor added to list



Visitor leaves



Your ad across Search & GDN



Visitor returns to your site
more conversions!

Use remarketing to solve marketers' biggest challenges

01

Reach people with
the right message



02

Use the right bid for
each moment



03

Scale your
data





Tag your entire desktop and mobile site

Segment your Remarketing Audiences

No Restrictions: Target All Regions & Languages

Automate frequency caps: let it to machine learning!
Optimized on chances to convert (*check the Q&A slide for details)

Expand: combine Remarketing campaigns with campaigns for new users acquisition, to increase the number of users on your current lists






Remarketing Checklist

Spotlight on: the right list segmentation

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- Start with **All visitors**
- Segment website visitors:

Homepage Viewers  Message: "Discover great deals"	Category Page Visitors  Message: "Check our new arrivals"	Product or offer viewers  Message: "30% off today only"	Cart Abandoners  Message: "Free shipping"	Past Converters  Message: "You may like other products like this"
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- However! Do not over segment if website audience is low
- **Bid more** on lists that bring **higher value**

Spotlight on: Remarketing campaign set up

Campaign

Ad group Proprietary + Confidential



Cross device remarketing

Proprietary + Confidential



Source: [Think With Google](#)

Google Partners

Of people **switch between screens** to complete tasks

Cross device remarketing

Proprietary + Confidential



Close the loop across devices. X-device, what it means:

- **Before:** the same user across 2 different devices was assigned 2 different cookies and was not considered as returning
- **After:** the same logged-in user is recognised as returning. Eg:
 - He visits your website for the first time from mobile and is logged in Google Account
 - Gets added to a remarketing list
 - When he is logged from desktop, he can see your remarketing ads

Analytics for Remarketing

Use Google Analytics for easy implementation



One click-implementation

Instant activation frees you from the need to update your tag



Advanced audience reporting

Get more visibility on who are your best customers.

All your reporting in one place to enable better visibility and optimisation.



Product integration

One product, one tag for:

- Tracking and attribution
- Audience reporting
- Remarketing

Remarketing Instant activation with GA

Test / www.esempioanalytics.com

PROPERTY
www.esempioanalytics.com

Audiences

Create audiences to re-engage with your users and reach them through Google's Audience marketing integrations like Remarketing List [Learn More](#)

- Link Configuration [Edit](#)
View: All data of the website
Destination account
- Define Audience [Edit](#)
Audience name: All Users
Users over past 7 days: 0
Membership duration: 30
Audience definition:
All Users
Eligibility:
Display audience size: 0
Search audience size: 0

Back to the Audiences page

Close Audience

Google Analytics

Search

Shared library > Audiences

Use remarketing to show ads to people who visited your

Google AdWords

+ REMARKETING LIST

Audiences	Type ?	Membership status ?
All Users All Users	Website Tag-based Google Analytics	Open
Test	Website Rule-based	Open
Test abc	Website Rule-based	Open
User Bucket <= 50 User Bucket <= 50	Website Tag-based Google Analytics	Open
User Bucket > 50 User Bucket > 50	Website Tag-based Google Analytics	Open

Debug | Report a Bug (Internal)

Create the List in the Analytics account linked to your AdWords account. 3 clicks, no additional tagging required!

In 2 minutes the list will be automatically imported into your AdWords shared library

Analytics Solutions Gallery

For those looking for innovative remarketing audiences ideas, browse and import segment definitions from the [Google Analytics Solutions Gallery](#) to use as remarketing lists

The screenshot displays the Google Analytics Solutions Gallery interface. At the top, a search bar contains the term 'remarketing'. To the right of the search bar are two buttons: 'All Solutions' and 'SEARCH TERM: remarketing X'. Further right is a button labeled 'Type: Segments X'. On the left side, there are three filter sections: 'Sort by' with radio buttons for 'Most popular' (selected), 'Latest', and 'Highest rating'; 'Filter by ranking' with a slider set to 5 and a checkbox for 'Show unrated' which is checked; and 'Filter by category' with a checked checkbox for 'Show all categories' and unchecked checkboxes for 'Acquisition' and 'Branding'. The main content area shows two solution cards. The first card is titled '[Remarketing Starter] Visitors by engagement and originating channel' by Dan, dated Jan 23, 2014. It has a 5-star rating, 212 users, and social sharing buttons for Google+, Facebook, Twitter, and Email. A description follows: 'Starter pack of 10 key segments to get you up and running on Remarketing with Google Analytics. Segment your users by incoming traffic channel, device type, level of engagement, and conversion behavior to better calibrate your follow-up messaging. Import ...'. Below the description is an 'Import' button. The second card is titled 'Work-hour Visitors, Non Work-hour Visitors' by Sparkline, dated Nov 16, 2013. It has a 4-star rating, 74 users, and the same social sharing buttons. To the right of the second card is a 'SPARKLINE' logo and the text 'More by Sparkline'.

remarketing

All Solutions SEARCH TERM: remarketing X Type: Segments X

Sort by

- ☒ Most popular
- ☐ Latest
- ☐ Highest rating

Filter by ranking

1 2 3 4 5

☒ Show unrated

Filter by category

- ☒ Show all categories
- ☐ Acquisition
- ☐ Branding

[Remarketing Starter] Visitors by engagement and originating channel

By Dan Jan 23, 2014

★★★★★ (1) +212 g+ Like Tweet Email

Starter pack of 10 key segments to get you up and running on Remarketing with Google Analytics. Segment your users by incoming traffic channel, device type, level of engagement, and conversion behavior to better calibrate your follow-up messaging. Import ...

Import

Work-hour Visitors, Non Work-hour Visitors

By Sparkline Nov 16, 2013

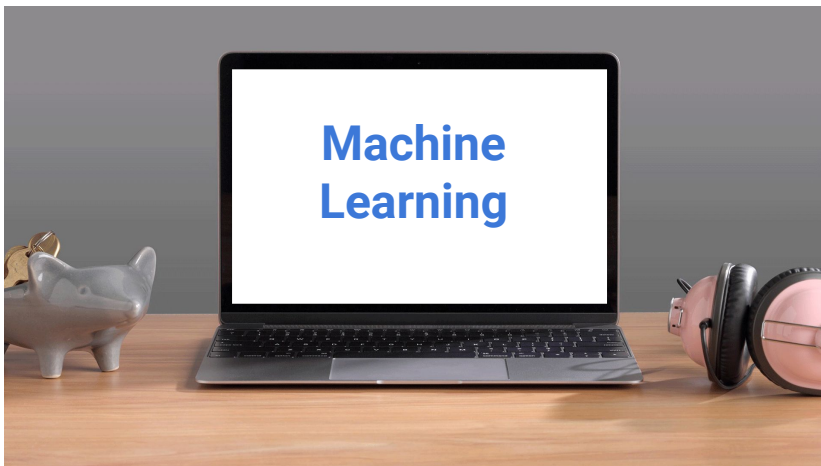
★★★★☆ +74 g+ Like Tweet Email

SPARKLINE

More by Sparkline

GA Smart Lists: sometimes less is more

While many marketers love the hundreds of dimensions they can use to create remarketing lists in Google Analytics, others have told us that the sheer number of possibilities can be overwhelming.



Google Analytics Automatically managed lists:

- GA applies **machine learning** to your conversion data to determine which users are most likely to convert in subsequent sessions
- It dynamically manages the remarketing audience to **focus on those users**
- The model is updated **daily**
- Users are **automatically** added/removed based on that model

Remarketing type ☒ Allow Google to manage my list for me [SMART LIST] ?

☐ All of my site visitors

☐ Visitors who visited a specific page/section of my site (e.g. /index.html, shirts, /cart/) ?

☐ All visitors who completed a conversion goal

☐ Create my own remarketing type using Segments

Smart List option in the Remarketing Interface

Similar Audiences

Similar Audiences



NEW
Users

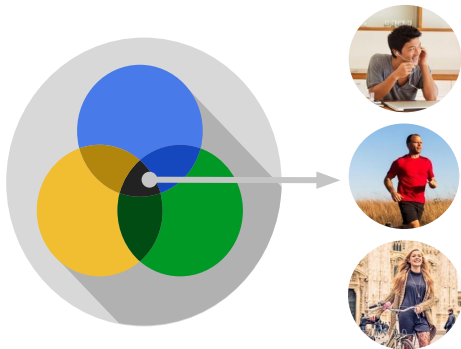
- Available on Customer Match, GDN and Youtube
- Benefits:
 - Simple way to find **new pre-qualified** users
 - **New** potential customers
 - Grow your audience > Grow your remarketing lists
 - Automatically updated

By using Similar Audiences in conjunction with Remarketing, advertisers typically see a **41% uplift in conversions**.

Similar Audiences

How it Works

Based on your remarketing list, we look at browsing activity and technology to understand shared interests and characteristics of users visiting your site. Using this information, we automatically find new potential customers who have similar interests to your site visitors



Reach an audience that is on average **5x larger than your remarketing lists.**



Powerful technology incorporates **sophisticated signals** to target new users efficiently.



New user lists are automatically created and campaign set-up is simple and quick.

Recap: main takeaways from this session



- **Google Audiences** are built through algorithms that take into account **powerful signals**, to make sure you are investing the right way!
 - Repeated patterns of behavior
 - Difference among interest vs. intent
 - Purchase cycle
 - Personalized Algorithms
- Use the **AdWords Audience Insights Report** to know about your current users, but also to expand your audience!
- Remarketing helps you turn a date into a relationship: **win the second chance!**
- Use **Similar Audiences** to expand to new users, already pre-qualified for you, and get a conversion uplift

In the Next Session

- Dynamic remarketing (recap on how it works and best practices)
- Search Remarketing:
 - 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)



Appendix

Live Questions

Answer

How do you automate frequency caps?

Automating frequency caps means you should not set an impression cap at all. Just leave it free and set an automated bidding strategy at campaign level (eg. Target CPA). Google's algorithms will optimize frequency caps for you, based on how likely each viewer is to click on and convert from your ad. When the programmatic bidding algorithm finds that someone is unlikely to click after a certain number of impressions, it will stop showing ads in that situation. Our automated bidding solutions and ad auction will naturally automate your frequency caps for you to optimize towards the consumer experience as well as for performance. [Resource.](#)

What is GA Smart List? Is it Google Analytics?

Yes, It is [Google Analytics Smart Lists](#)

Are you going to discontinue Remarketing Lists in AdWords? Is this still the case?

No, we are not

What is the difference between remarketing and retargeting?

They are the same thing

Is every remarketing list cross device?

Yes, no action required



Live Questions

Answer

Are the similar audience lists frequently updated?

AdWords looks at browsing activity on Display Network sites over the last 30 days, and uses this, along with our contextual engine, to understand the shared interests and characteristics of the people in your remarketing list. [Resource](#).

Is there a minimum number of cookies to base the similar audiences on?

A similar audiences list is created from a remarketing list with at least 500 cookies and enough similarity in characteristics and interests to create a corresponding similar audience. [Resource](#).

Can we configure Smart list from adwords directly ? (without GA)

No, Smart Lists are a Google Analytics feature

How long is the optimum time to remarket to someone after they have visited your site?

It really depends on the purchase cycle of a business. As a rule of thumb, people that visited recently your website are more likely to convert. This is why we recommend to segment your users also based on recency (eg. past 3 days visitors). For further insights on the purchase cycle on a given website, you can check [Google Analytics reports](#)



Additional Resources

- [Think With Google: Remarketing](#)
- [19 Strategies for a better remarketing](#)
- [Analytics Solutions Gallery](#)
- [Similar Audiences](#)
- [Analytics Smart Lists](#)
- [X device Remarketing](#)
- [Display Remarketing Best Practices](#)