

3 Advanced Remarketing Tactics, Powered by Google Analytics

For more information visit:

google.com/analytics/remarketing

Now you can use all of your data to create remarketing lists in apps and on the web, thanks to detailed segmentation in Google Analytics.

1. Know your audience. You know your target audience and where they spend their time. Use that knowledge to create lists using demographic, device, marketing channel, medium or referrer data.

For example: *"I want to target women aged 35 to 54, browsing on an iOS device, and who have traveled from Europe to Asia over the past 30 days for my business traveler loyalty program."*

Start today with demographics-based remarketing at <http://goo.gl/jfdBn4>

The screenshot shows the Google Analytics Remarketing configuration interface. It features a main configuration box with the following sections:

- Demographics:** Age: 35-44, 45-54; Gender: Female
- Technology:** Operating System: contains "iOS"
- Sequences:** Continent: contains "Europe"; Continent: contains "Asia"

On the right side of the configuration box, there are three settings:

- Lookback days:** 7 days (with a dropdown arrow)
- Users over last 7 days:** 33,574
- Membership duration:** 30 days

Below the configuration box, there is an **Audience name** field with a question mark icon, containing the text: **Female Europe to Asia Travelers on iOS**

Import this remarketing list configuration at <http://goo.gl/9ojobPP>

2. See the whole picture. Not every interaction with your customer happens on your site. So create lists based on things that happen offline or cross-channel, or import your CRM data so you can target customers based on loyalty, value or on your retention goals.

For example: *"I want to target my past high-value purchasers using uploaded CRM data with a repeat customer promotion. Then I'd like to run a high-value prospects campaign using a similar audience from my 'platinum purchasers' list."*

Learn more about offline and data-import remarketing at <http://goo.gl/aPwz5p>

Remarketing Audiences are evaluated in real time and then targeted on the Google Display Network or through DoubleClick Bid Manager.

Conditions
Customer Segment: "Finance"
Lifetime Value (Nov'14): "High"

Lookback days ? X
7 days

Users over last 7 days ?
41,678

Membership duration ?
30 days

Audience name ?
Finance Vertical, High LTV

Import this remarketing list configuration at <http://goo.gl/e1OXYX>

3. Meet them where they are. Use lifecycle-based remarketing to make sure that your customer sees the right message at the right time. You can also target those likely to convert automatically with Smartlists. Once you've closed the deal, create lists based on lifetime metrics like visits and revenue to keep your most valuable customers.

For example: "I want to target first-time visitors from any of my holiday 2014 campaigns who had at least \$100 in their carts, with a special New Year's promotion for new customers."

Get started with our Engagement Remarketing pack at <http://goo.gl/2A7UfR>

Conditions
Campaign: contains "Holiday2014"
ecommm_totalvalue: matches regex "^\d{3}"

Users over last 7 days ? X
26,673

Membership duration ?
30 days

Audience name ?
New Customer NY15 Promotion

Import this remarketing list configuration at <http://goo.gl/awwnfy>

About Google Analytics

Google Analytics gives companies rich insights about their websites, their audiences and their digital marketing. Powerful, flexible and easy to use, Analytics helps savvy marketers find the messages and channels that earn them the best results. State-of-the-art conversion attribution and testing tools help companies large and small build better user experiences and maximize their digital strategy. Learn more at google.com/analytics.

Already a Google Analytics Remarketing ninja? Track your performance and improve over time using Google Analytics' powerful reporting features, including Multichannel Funnels, the Display Remarketing Report, and Demographics and Interests Reports.

Some advanced remarketing techniques require tagging changes, such as an upgrade to Universal Analytics, or use of Google Analytics' Measurement Protocol or Data Import capabilities. To learn more about remarketing with Google Analytics, visit <http://goo.gl/Mny4FY>

*Note that demographic dimensions are available only for lists used on the Google Display Network.