

# 3 advanced remarketing tactics, powered by Google Analytics 360

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

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 360.

## 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 reach 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>

## 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 reach 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>

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Some advanced remarketing techniques require tagging changes, such as an upgrade to Universal Analytics, or use of Analytics 360's Measurement Protocol or Data Import capabilities. To learn more about remarketing with Analytics 360, visit <http://goo.gl/Mny4FY>

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

### 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 focus on those likely to convert automatically with Smart Lists. 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 reach first-time visitors from any of my holiday 2016 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>

Already an Analytics 360 Remarketing ninja? Track your performance and improve over time using the powerful reporting features in Analytics 360, including Multichannel Funnels, the Display Remarketing Report, and Demographics and Interests Reports.

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#### About the Google Analytics 360 Suite

The Google Analytics 360 Suite offers powerful and integrated analytics solutions for today's biggest enterprises. Measure, see, and improve the impact of your marketing across every screen, channel, and moment in today's customer journey. It's easy to use, and makes data accessible for everyone so the "aha" moments are simple to discover and share. Move from insight to impact faster with the Google Analytics 360 Suite, and as a result, make the most of every consumer connection.

For more information, visit [g.co/360suite](http://g.co/360suite)