

# Remarketing Audiences Targeting:

## Discover what truly motivates your customers

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### Overview

- Gather insights about recent website users or people who have interacted with your ads
- Uncover opportunities to optimize your website or ad experiences

Why do users abandon your online shopping cart? Did your new shipping offer drive more sales? What factors do customers consider when choosing where to shop online? Sometimes effectively engaging your audience can feel like a guessing game, but with Surveys 360 Remarketing Audiences Targeting it doesn't have to be.

Remarketing Audiences Targeting lets you uncover insights into what's working in your marketing strategy and what's not. You get real consumer feedback that can lead to new ways to reach customers.

### Target surveys to your most recent users

Returning actionable insights into what drives customer behavior, Surveys 360 Remarketing Audiences Targeting can have a direct impact on customer acquisition and retention.

Simply connect your Survey 360 user lists to your Adwords account—including connected YouTube, Analytics, and DoubleClick lists—to send surveys to recent website visitors or users who recently saw your ads. When a user on your remarketing list is found on our publisher network or the Google Opinion Rewards mobile app, they'll receive your survey.

Explore whether your ads are effective, how well your website converts users to new customers, or if your creative campaign is having a real impact. You define the questions that help you reach the most valuable insights.

Surveys 360 Remarketing Audiences Targeting helps you understand the holistic health of your entire marketing strategy—revealing not just the how, but the why, too. With deeper insight into why your customers behave how they do, you can uncover new opportunities, explore innovative tactics, and make data-backed strategy decisions.

**Tips and tricks for better results:**

- Connect to large remarketing lists
- Segment results by age, gender, and geography
- For remarketing audience lists to auto-populate in Surveys 360 creator tool, make sure your Adwords username matches your Surveys 360 username

## Turning insight into action for greater impact

[BuzzFeed](#) used Surveys 360 Remarketing Audiences Targeting to create a survey solution tailored to their native video content. They asked recent viewers questions designed to discover if their video ads were effectively communicating their message. Armed with this insight, they could help their advertising partners optimize their campaigns for greater impact.

Want to learn more about how you can better engage your customers with Surveys 360 Remarketing Audiences Targeting? If you're a customer, speak with your Google Surveys 360 account team. If you're interested in becoming a Surveys 360 customer, fill out our [contact form](#) and we'll be in touch soon.

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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 [google.com/analytics/360-suite](https://google.com/analytics/360-suite)