



Guide to Setting Up a Remarketing Campaign on the Google Display Network

Remarketing campaigns provide you with a great way to reach people who have already shown interest in your products or services. This is accomplished by using a special Javascript tracking code on your site that places a cookie on the browsers of the people who have visited your site. Later on, when that person is on any website in the Google display network, your ad is eligible to appear. Since that person has already shown interest in your offerings by visiting your site, they are more likely to “convert” when they come back a second or third time.

What is a Conversion?

Simply put, a conversion is when someone visiting your site takes a desired action. Most of the time, this would be something such as filling out a contact form, signing up for a newsletter, or making a purchase. They have “converted” from an anonymous visitor to a lead, a client, or a customer. We have the ability to track when conversions happen. This is again accomplished by using another Javascript tracking code that is executed only when the visitor has triggered a specific event.

What is the Display Network?

The display network is a group of more than a million websites, videos, and apps where your ads are eligible to appear. This includes YouTube, news sites, blogs, niche sites, mobile apps, games, and anyone else who has elected to show Google display ads.

Getting Started:

As with any type of advertising campaign, the key to success is carefully identifying your goals, and then strategically tailoring your ad targeting, your ad content, your landing page experience, and your follow up routine to achieve those goals. The remarketing technology itself does not automatically create successful campaigns. Thankfully our marketing experts at Dakno are fully equipped to help you with all the technical aspects and strategic considerations of your campaign.

How to Create Remarketing Ads:

1. The first thing you will need is a Google account. If you've ever signed in to any Google product before (like Gmail, Google+, or YouTube), then you already have a Google account. If not, you'll just need to go to <https://accounts.google.com/signup> to create an account. It's free. You do not have to create a Gmail account to have a Google account. You can use your own existing email address if you prefer.
2. Create a Google AdWords account. Go to <http://www.google.com/adwords>. Click the "Start Now" button, and proceed to fill out all the appropriate information.
3. Once your AdWords account has been created, the next step is to create your first campaign. Click the big "Create Your First Campaign" button.
4. Select "Display Network Only" from the type dropdown, give the campaign an appropriate name, and choose "No Marketing Objective."
5. Below that you can choose what locations you want to target or exclude. Depending on what your goals are, your location targeting may vary. For instance, if you are running a campaign that is focused on acquiring buyers, you might target the entire United States, because your visitor could be relocating. If you were targeting sellers, it might make more sense to limit the targeting to a more local area, as a person would most likely have to be physically in the area to be a potential seller.
6. Below that, you can select your bid strategy. For the purpose of this tutorial, I would click advanced, select "Focus on clicks," and choose "AdWords will set my bids to help maximize clicks within my target budget." You may also set a CPC bid limit, which is the maximum amount you'd ever be willing to pay for a click. There is no official suggested bid limit, as it completely depends on the type of campaign you are running and the ROI you have historically achieved. Calculating your ROI is beyond the scope of this tutorial, so let's just say \$3.
7. Enter your daily budget.
8. Optionally schedule your ads, set a daily cap on impressions, select which types of devices you want your ads to show up on, and click "Save and Continue."
9. On the next page, we are going to "Skip Ad Group Creation" because we need to create the remarketing audience first.
10. From the menu on the left, choose "Shared Library."
11. Choose Audiences > View.
12. Click the "Set Up Remarketing" button. There is no need to click the "Use Dynamic Ads" checkbox. That is mostly for people with eCommerce sites who want to showcase specific products in their ads.

13. Under “Send tag instructions” click “View AdWords tag for websites.”
14. You will need to copy the entire remarketing tag and paste it into every page on your website, right before the </body> tag. Depending on what platform your site was built on, this may be accomplished in a number of ways. If you’ve got a static HTML website, you’d have to upload the tag to every page via FTP. If you’ve got a CMS such as WordPress, your theme may have a section where you can add a remarketing tag, or you may need to get a plugin for it. On Dakno sites, all you need to do is paste it in one place in the plugins section.
15. Click “Return to Audiences.” At this point, you’ve got a universal remarketing audience that will consists of everyone who visits any page on your site moving forward. The default membership length is 30 days. You’d need to create a new remarketing list to make one with a longer membership length. The maximum is 540 days. For a buyer campaign, it might make sense for the membership length to be as long as a year, as the home buying process can go on for a very long time. For campaigns with more short term goals, it may be wasteful to keep serving remarketing ads to people for too long.
16. You can create as many remarketing lists as you like. Just click “+ Remarketing List” and you can create more tailored lists based on things such as what page(s) users have visited on your site. It may, for instance, make sense to make separate audiences for people who have visited buyer themed pages versus seller themed pages.
17. Now that your audience is created, go back to the campaigns screen in AdWords. Click on your campaign, then click “+ Ad Group.”
18. Give it a name and a default bid.
19. Choose “Interests & Remarketing.”
20. Select the category “Remarketing Lists.”
21. Click the right arrow button next to your remarketing audience to add it to the selected column.
22. At this point, you have the ability to narrow your targeting even further. For the sake of this tutorial, I would avoid doing that. You have already severely narrowed your targeting by requiring people to satisfy the condition of having visited your website first.
23. Uncheck the “Let AdWords automatically find new customers” box. Google wants you to get more clicks, so they get more money, so they can optionally show your ads to other people who they deem similar to your current audience. In some cases, this could be a good idea, but right now we are just trying to show our ads specifically to people who have visited our site, or certain pages on our site.
24. Click “Save and Continue.”
25. Click “Skip ad Creation” for now, because it is easier to do it on the next page.

26. Click the "+ AD" button, and choose "Image Ad."
27. Click "Upload an Ad."
28. At this point in time, hopefully you have already created a set of image ads. It is a best practice to create them in a set variety of sizes, so that they are eligible to appear in all the various positions that different sites support. Images should be 72 dpi and in .gif, .jpg, .png, or .swf format. The most common sizes are:
 - 320X50
 - 468X60
 - 728X90
 - 250X250
 - 200X200
 - 336X280
 - 300X250
 - 120X600
 - 160X600
 - 300X600
29. Enter the URL of the landing page, and drag & drop your images into the uploader. Click Save.
30. Your ads will now be in a review phase to make sure they adhere to Google's guidelines. They should be approved or rejected within about 24 hours.
31. Lastly, make sure you have entered billing information, as your ads cannot begin showing until you have done so. Click the gear icon in the upper right hand corner of your screen, and select billing.

That's it!

Your ad will be eligible to begin showing to people as soon as they visit your site.

Although it is not mandatory, at this point it would be in your best interest to have conversion tracking set up as well. Tracking conversions is the main way to tell if your campaigns are successful. You can't really make educated decisions about your campaigns if you don't know what people are doing after they click your ad. Just seeing how many clicks you got doesn't tell you much. What is important is how many clicks turned into leads. Then you can get a better sense of your ROI. Setting up conversion tracking is beyond the scope of this tutorial, but no campaign gets set up at Dakno without it. For more info about conversion tracking, please see <https://support.google.com/adwords/answer/1722022?hl=en>.