

# Placement and Retargeting Ad Overview

## Creating Placement Ads

Create a New Campaign in Google Adwords

My Client Center |  **Linda Craft** ( Client ID: 666-219-5

The screenshot shows the Google AdWords interface. At the top, there's a navigation bar with 'Home', 'Campaigns', 'Opportunities', and 'Tools'. Below this is a search bar and a list of 'All online campaigns' including 'CaryHome', 'Find my Houses Value', 'FTHB', 'LC Area Ads', 'LC.Com Branding', 'LHMG', 'Linda Craft', 'Linda Craft Homepage', 'RealZill', and 'ZebulonNC.com'. The main content area is titled 'All online campaigns' and features a line graph showing performance over time. Below the graph, there's a '+ CAMPAIGN' button highlighted with a red arrow, along with 'Edit' and 'Details' buttons. A table below shows a list of campaigns, with one entry for 'LC.Com Branding' having a 'Display Network only' campaign type.

<input type="checkbox"/>	<input checked="" type="checkbox"/>	Campaign	Campaign type <sup>?</sup>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	LC.Com Branding	Display Network only

Be sure to choose Display Network

Create your New Display Campaign. It's important that you set the proper geography. I would also suggest setting an Ad Frequency cap of around 5 views per Ad Group.

Next you will want to setup your Ad Group. If you are wanting to target specific websites, select "Placements"

## Type: **Display Network only - All features**

An ad group contains one or more ads and targeting methods. For best results, try to focus all the ads in this ad group on one product or service. [Learn how to structure your account.](#)

Ad Group name

Enhanced CPC  \$






Choose how to target your ads

- Display keywords – show ads on sites related to your keywords.
- Interests & remarketing – show ads to people based on their interests.
- Use a different targeting method

Placements ▾

**Placements**

**Search for placement ideas** Selected placements: 0

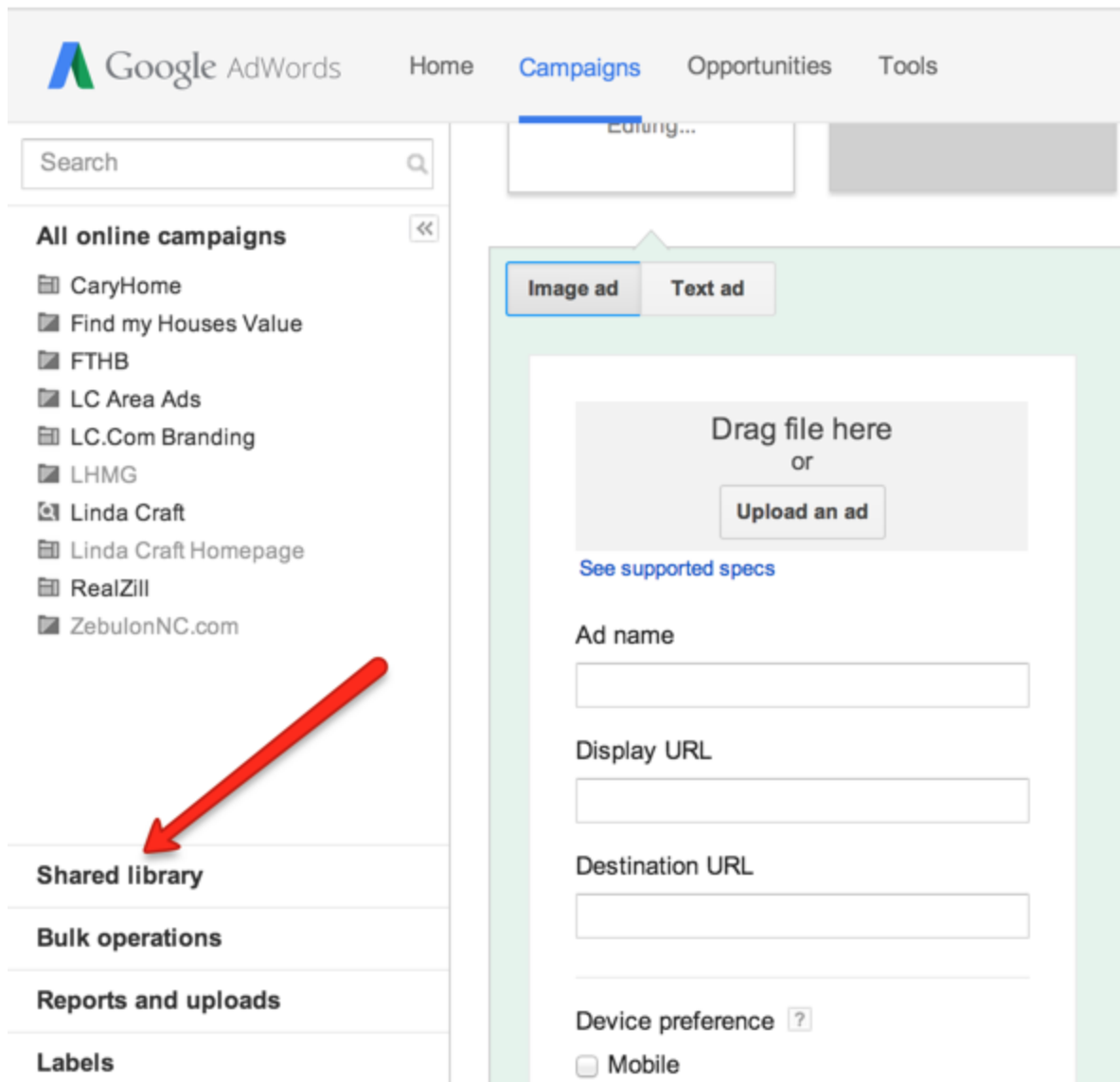
Placement	Ad formats	Impressions/week	
<a href="#">zillow.com</a>		250M - 300M	<input type="button" value="»"/>
<a href="#">har.com (Real ...</a>		4.5M - 5M	<input type="button" value="»"/>
<a href="#">har.com (Real ...</a>		5M - 10M	<input type="button" value="»"/>
<a href="#">homes.com</a>		25M - 30M	<input type="button" value="»"/>
<a href="#">m.trulia.com</a>		10M - 15M	<input type="button" value="»"/>

Next you will want to upload your ad. You will need to upload multiple sizes of the same ad. For complete specs visit this page.

<https://support.google.com/adwordspolicy/answer/176108?hl=en>

## Setting Up a Remarketing Campaign

You will first want to setup your audience. To do this, select the Shared Library link in the sidebar.



The screenshot displays the Google AdWords interface. At the top, the navigation bar includes the Google AdWords logo, 'Home', 'Campaigns' (highlighted), 'Opportunities', and 'Tools'. Below the navigation bar is a search box. The left sidebar, titled 'All online campaigns', lists various campaigns such as 'CaryHome', 'Find my Houses Value', 'FTHB', 'LC Area Ads', 'LC.Com Branding', 'LHMG', 'Linda Craft', 'Linda Craft Homepage', 'RealZill', and 'ZebulonNC.com'. Below this list are four main sections: 'Shared library', 'Bulk operations', 'Reports and uploads', and 'Labels'. A red arrow points to the 'Shared library' link. The main content area shows the 'Image ad' and 'Text ad' tabs, with 'Image ad' selected. Below the tabs is a large grey box with the text 'Drag file here or Upload an ad' and a link to 'See supported specs'. Below this are input fields for 'Ad name', 'Display URL', and 'Destination URL'. At the bottom, there is a 'Device preference' section with a 'Mobile' checkbox.

From here, select "view" under Audiences and setup your new Remarketing Audience.

Google AdWords Home **Campaigns** Opportunities Tools

Search

Shared library > Audiences

Use remarketing to show ads to people who visited your site before, or reach specific audiences using custom combinations. [Learn about remarketing](#)

REMARKETING 1  
 ✓ Your AdWor  
 What's this?

**+ REMARKETING LIST** Delete Add to ad groups Filter Labels Search by list name

<input type="checkbox"/>	↑ Audiences	Type ?	Membership status ?	Membership duration ?	List size (Google search) ?	List size (Network)
<input type="checkbox"/>	<a href="#">CaryHome Visitors</a>	Tag-based	Open	90 days	350	940
<input type="checkbox"/>	<a href="#">Similar to CaryHome Visitors</a>	Similar audience	Open	30 days	Unavailable - Display only	68,000
<input type="checkbox"/>	<a href="#">Luxury Real Estate</a> search criteria 1M and up	Tag-based	Open	120 days	140	380

This will generate a code snippet that you will then need to add to your website and your targeted seller site.

Platform **Website** ?

Add this code to your webpages, right before the </body> tag. [Insertion guide](#)

```

<!-- Google Code for CaryHome Visitors -->
<!-- Remarketing tags may not be associated with personally identifiable information or placed on pages related to sensitive categories. For instructions on adding this tag and more information on the above requirements, read the setup guide: google.com/ads/remarketingsetup -->
<script type="text/javascript">
/*  */
var google_conversion_id = 1007710025;
var google_conversion_label = "FEGSCN-P4AMQyd7B4AM";
var google_custom_params = window.google_tag_params;
var google_remarketing_only = true;
/* ]&gt; */
&lt;/script&gt;
</pre>
</div>
<div data-bbox="112 779 893 853" data-label="Text">
<p>You will now need to repeat the process of creating a new campaign. For Retargeting campaigns I would suggest not limiting to a specific geography but rather only limited to United States and/or Canada. Next create your Ad Group selecting Remarketing as the filter. Select your audience and upload your ads.</p>
</div>
```