The WordStream Remarketing Toolkit
Getting Started With Remarketing
Summary

Google Ads remarketing is one of the most powerful and cost-effective ways to drive leads and conversions from the Google Display Network. Remarketing is defined as showing ads only to individuals who have interacted with your owned digital properties. By focusing in on this audience, you can make highly relevant offers that are sure to drive more business. Our toolkit will walk you through setting up remarketing using Google Ads or Google Analytics while teaching you the remarketing facts you need to know for your PPC strategy.

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10 Remarketing Facts
To Make You Rethink Your Entire PPC Strategy
Introduction

Don’t buy the hype about the dangers of creepy remarketing. Advertisers who are scared of remarketing are either using remarketing all wrong, or have a poor understanding of the awesome power of remarketing.

We’ve been using remarketing at WordStream since 2012 and last year, we spent over $500,000 on remarketing ads alone. Why?

*Because they’re freaking awesome.*

If you’re sitting on the fence and unsure about giving it a try, I’m going to give you a swift kick in the right direction with these 10 remarketing facts that will make you rethink your entire PPC marketing strategy.

### 1. Remarketing Conversion Rates Increase Over Time

Remarketing naysayers preach being very conservative with impression frequency caps and membership duration to avoid offending potential customers.

**Wrong.** Not with remarketing.

We’ve found that conversion rates actually increase the more users see an ad within remarketing campaigns. It’s true that click-through rates decline over time, but those people who do click on your ad, after having seen it a few times already, become twice as likely to convert!
Understand that people are busy and have other stuff going on in their life. Remarketing gives people a gentle reminder to finish what they started on your site, while reinforcing your branding and messaging to that user every time they see you around. They’re getting to know you, and learning to trust you, and when they finally do have a free moment, they are increasingly likely to do business with you.

2. The Whole Remarketing “Creep Factor” is Ridiculously Overblown

If your customer prospects are so creeped out by your ads, you would expect them to ignore them, right? Well if they’re so mad at your ads, they certainly won’t bother clicking on them. It follows that a very easy way to determine if this assertion is true or false is to calculate ad fatigue.

Ad fatigue refers to the notion that the more times you see an ad, the less likely you are to click on it, because people tire of seeing the same thing over and over again. If users are mad or annoyed at your ads, they should fatigue at a faster rate.

We looked at thousands of display ads and compared the impact of ad fatigue on remarketing display ads versus non-remarketing display ads (e.g. Managed Placements, Keyword Targeting, In-Market Segments, etc.) and guess what?

Those “creepy” remarketing ads fatigued at half the rate of non-remarketing targeted ads:

So if your remarketing ads are so “creepy,” why do people stay interested in them for twice as long as regular display ads, and convert at higher and higher rates with each incremental ad view?

Also, remember that there’s no reason why you can’t rotate through multiple different display ads to make your remarketing ads even more useful and interesting.
3. Facebook and Google Display Network Offer the Best Reach

Where will you get the most bang for your remarketing buck? Right now, Google Display Network and Facebook offer the greatest reach for your remarketing campaigns.

GDN reaches 90% of Internet users worldwide, 65% of whom they reach every single day. More than a trillion impressions are served to over 1 billion users every month (source: Google). Meanwhile, Facebook has more than 1.4 billion users, over a billion of whom logged in yesterday (source: Facebook).

We always like to run remarketing ads on both GDN and Facebook and find that both are incredibly powerful.

4. Remarketing Is Incredibly Powerful for Brand Building

We’re crazy about both search ads and organic search, but they both suffer from this one small issue.

It’s very hard to build a brand using tiny text ads and organic search listings, which have a very limited amount of character space and don’t support logos and all the other visual elements that marketers typically use to build a brand.

Display remarketing is a fantastic way to build your brand because there’s so much more creative magic you can infuse into an image ad that will make your customers love and remember you.

We discovered the power of this a few years ago, when we realized the vast majority of our site traffic:

- Came to us through non-branded organic searches
- Didn’t convert
- Left and never came back

We were awesome at getting people to our site, but totally sucked at getting them to remember us after they got here.
Enter remarketing.

Our remarketing campaigns for our PPC Grader were fairly aggressive and meant to convert people to trying it out. You can see the impact above, using direct traffic as a proxy for branded searches.

Just 18 months out, remarketing allowed us to increase our repeat visitors by 50%, boost conversion by 51%, and increase time on site by an insane 300%! Remarketing helped make our SEO 7x more awesome by keeping us in front of interested consumers and compelling them to take action.

![Remarketing Campaigns](chart.png)

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5. Remarketing Is an Incredibly Powerful CRO Tool

The conventional notion of the marketing funnel is a totally outdated concept for CRO. Today, you don’t have to go from impressions to clicks to conversions, losing people on your leaky landing pages. Let’s face it: the funnel is a desktop concept from 15 years ago, and we’re way past that now.

Today, consumers can parachute into your funnel at any stage. In fact, it’s more like a river in that your customers can flow in from any point, and they never really leave either, thanks to remarketing.

Using remarketing and amazing new ad formats, you can cut out sections of the funnel entirely!
6. Quality Score Exists on Both GDN and Facebook

Repeat after me: I will just say no to ineffective low click-through rate strategies.

Trying to make your remarketing ads unattractive to discourage people from clicking in order to get “free impressions” is a Quality Score killer, which means you’ll get less impressions and pay more for the clicks you do get.

How important is this? Check it out:
On the Google Display Network, every 0.1% increase in CTR yields a 20% decrease in CPC! The same is true in reverse — decreases in CTR = increased CPC, which sucks.

On Facebook, Quality Score (or “Relevance Score” as they call it) is even more important! A 1% increase in Post Engagement (people liking, commenting, or clicking on your promoted posts) results in an average 5% reduction in cost per engagement:

![Relevancy Score on Facebook](image)

Basically you could be paying as little as 1/5 of a penny for clicks, or $5.00+ for promoting low engagement posts.

Aiming for low CTRs just flat out sucks as a PPC strategy and it’s even truer in display and social remarketing.

Don’t do it. Instead, take advantage of what you know about Quality Score and aim for super-engaging, super-clickable remarketing ads targeting the right people. They’ll convert better and cost you way less.

Tip: images do way better than text and now, Google may even automatically convert your “text display ads” into what they’re calling “Richer Text” ads (which are actually image ads).

7. Search Ads Convert the Highest But Display Ads Aren’t Far Behind

Obviously search ads have the highest conversion rates due to the high commercial intent inherent in someone executing a keyword search. A few years ago, display ads were nothing to write home about. But today, thanks to remarketing and other advances in display and social ad targeting, they convert almost as good as search ads, and even better than search ads, in some industries. Here’s some data from a few hundred WordStream customers (Note: this is NOT official Google data):
ACHIEVE SUCCESS WITH REMARKETING
Using WordStream Advisor.

WordStream Advisor is the cross-platform software for all your online advertising needs. With specialized features for paid search, paid social, and NEW Google Display capabilities, the Advisor platform maximizes your results while simplifying business growth and saving you money.

1. EASE OF USE
   Easily create remarketing campaigns with a simple step-by-step process

2. CENTRALIZED MANAGEMENT
   Manage all your campaigns in one place for quick access.

3. SMART ADS
   Automatically turn your existing images into attractive ads.

Start streamlining the creation of your remarketing campaigns today.

TALK TO AN EXPERT

+1 (855) 967-3787
Remarketing converts so well because past browsing history is an incredibly powerful predictive signal for future commerce activities. You’re often targeting the same people who were searching for stuff on Google — just targeting them at a slightly later time.

### 8. Remarketing Clicks Are Ridiculously Cheap

Search ads in super-competitive industries can cost several dollars or more per click — and that’s just the average (with some keywords costing more like $50 per click). Display and social remarketing ad clicks by contrast might cost anywhere from 2–100x less. Again, here’s some example data from WordStream customers:

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<th>Industry</th>
<th>Google Search</th>
<th>Display Network</th>
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```

Remarketing converts so well because past browsing history is an incredibly powerful predictive signal for future commerce activities. You’re often targeting the same people who were searching for stuff on Google — just targeting them at a slightly later time.
In short, you'll probably see higher conversion rates with search ads vs. display/social remarketing, but the cost per click will also be higher. If the higher conversion rate is offset by higher click prices, it’s possible that social/display remarketing could deliver higher ROI.

9. Remarketing Isn’t Limited to Display and Social

We’ve talked a lot about remarketing in display and social, but they aren’t the only game in town. RLSA (remarketing lists for search ads) combines the intent of the search query with user context like location, device and time searched, but then it layers on browsing history, which makes for a super powerful combination.

On average, we’re finding that RLSA campaigns have 2x higher CTRs, 50% lower CPCs and convert at twice the rate of regular search campaigns!

10. “Super Remarketing” on Facebook & Twitter Makes Remarketing 10–100x More Powerful

We love remarketing but it doesn’t make sense to target everybody who visits your site. Just because someone is interested in your products or services, it doesn’t mean they fit your target market. (Can they actually afford to buy your product?) Typically only around 2–4% of your remarketing cookie pool will convert to leads and sales.
So why do regular remarketing to everybody when you can do Super-Remarketing to just your target market instead?

In a nutshell, Super-Remarketing (a term I just invented right now, so don’t feel bad if you never heard of it) lets you filter your remarketing cookie pool based on thousands of social media demographic targeting options (age, life events, job titles, etc.) as well as recent purchase history and interests.

Currently Super-Remarketing is only supported on Twitter and Facebook’s ad platforms, but it’s so insanely powerful that I’m certain that Google will come up with something similar in the near future.

**Remarketing Should Make You Rethink Your Entire PPC Strategy**

Remarketing is an essential component for paid search, social media and content marketers alike. It just makes everything work better.

Never let your prospects walk away or forget about you. Remarketing will save the day!
The Remarketing Cheat Sheet
Remarketing is a powerful and cost-effective way to reach people who have already visited your site and re-engage them with your offerings.

Follow these 11 easy steps to set up a new remarketing campaign in Google ads:

1. Define your remarketing strategy
   - Will you target all visitors to your site?
   - Are you only interested in targeting visitors to a specific page?

2. Create the remarketing code
   - Google Ads > Shared Library > Audience Manager > New Audience > Website Visitors

3. Fill in all of the required parameters including membership duration, list name, and a brief description of the tag. Then click “save.”

4. Navigate to the new remarketing code and click the “tag” link.

5. Copy this new remarketing code to the appropriate pages.

6. Next, navigate back to “all online campaigns.”

7. Create a new campaign and include “Remarketing” in the campaign name.

8. Create a new adgroup within the “Remarketing” campaign and adjust the adgroup default bid accordingly.

9. Add both text and image ads to this new ad group. Here are the image ad size requirements:
10. Next, stay within the newly created ad group and click on the “Audiences” tab.

11. Click the pencil icon, select “edit audiences”, choose “remarketing”, and select the remarketing list you created.

Now you’re ready to start bringing primed audiences back to your site!
Remarketing With Google Analytics

THE WORDSTREAM REMARKETING TOOLKIT
Introduction

For those of you who are not as familiar, Google remarketing allows advertisers to engage with users who were once on your website, giving you the opportunity to serve them with an ad as they browse the web. These remarketing campaigns have proven to be effective in capturing those visitors who were once interested, but never completed the desired conversion we hoped they would.

Google has made setting up Remarketing campaigns easier and smarter by allowing us to use our Analytics tracking code and Analytics data to set it up. Here’s how to do it.

New Remarketing Code

The days of creating new remarketing codes for each new audience (or remarketing list) are in the past. Now, all we need to do is build audiences in Analytics and import them into Google Ads. As long as you have Admin access to your Google Analytics account, simply log in and click “Admin” in the bottom left-hand corner.
The best part of building audiences with the analytics code is that with each new remarketing list or audience you create, you don’t have to start from scratch as if you created a brand new tag that needed to accumulate cookied visitors. The new code will set you up with all of the cookies your list has accumulated based on the unique audience you create.

**Smarter Remarketing**

Not only has setting up remarketing become easier, but it is now smarter. We no longer need to use the Google Ads interface to set up our Remarketing lists; we can now do it in Google Analytics. We still have the option to tag “All Visitors to the Site,” “Visitors who have reached a specific page,” and “Visitors who have already converted,” but the fun really comes with “creating your own remarketing type using Visitor Segments.”

We can now take advantage of the robust data in Analytics and create lists based on dimensions and metrics, such as visit duration, city and goal completions in Analytics. You can also look at the Sequence Filter and create audiences based on the path they took within your site.

These new options allow us to get much more granular in how we remarket to users. The more granular we are with our remarketing lists, the more relevant we can be with the ad we choose to retarget them with. Remember though, it still holds true that audiences must gather 100 unique visitors before we are eligible to serve ads to that specific remarketing list. So, although being granular and targeted is a good thing, be aware that the focus is also going to be on building the list size.

With all of these changes, Remarketing is now even more powerful than it once was, and will continue to grow in strength as marketers get smarter about using all of the data within Analytics. You can continue to follow steps 6 - 12 from the [Cheat Sheet](#), and replace the prior steps with:

1. Log into Analytics > Admin in the bottom left
2. Select Audiences under Audience Definitions
3. Click +New Audience
4. Fill in all required parameters
5. Begin to customize!

**ABOUT WORDSTREAM**

WordStream is on a mission to make online advertising easy. The WordStream Advisor platform helps businesses of all sizes maximize the results of their online advertising by giving advertisers powerful tools to easily build, manage and optimize campaigns across ad networks like Google Ads, Bing, Instagram, Facebook—and more!