

# 8

## Running Display Ads

In this chapter, we will cover the following:

- ▶ Creating an automatic placements campaign
- ▶ Creating a managed placements display campaign
- ▶ Researching and adding display placements
- ▶ Targeting display sites based on topics
- ▶ Excluding irrelevant and poorly performing placements
- ▶ Avoid displaying your ads on certain pages
- ▶ Excluding categories of sites and potentially sensitive topics
- ▶ Adding image ads to display campaigns
- ▶ Creating rich image ads with Display Ad Builder
- ▶ Analyzing relative CTR to benchmark display performance

## Introduction

The **Google's Display network (GDN)** helps advertisers reach a greater audience through ads that show on websites outside of `Google.com`, such as news, blogs, and a variety of popular or niche websites. The Display network can be a great supplement to search campaigns. It helps advertisers reach customers who may not be searching for products and services, but can still be enticed by relevant ads as they browse the Internet. A well-executed display campaign can lift your search performance and helps build trust as people move through the purchase funnel.

Before creating display campaigns, define who you would like to reach. As a best practice, always keep search and display campaigns separate, so that you can use separate budgets and analyze and maximize each network's potential.

If you are mainly interested in branding, you have the option to pay for impressions on GDN through maximum CPM (cost-per-thousand impressions) bidding. With CPM bids, you pay for impressions rather than clicks. However, for advertisers who are interested in sales or leads (most advertisers), max CPC bidding is the recommended bidding option for display.

## Creating an automatic placements campaign

If you are new to Google Display, I recommend you start with automatic placements. This is where AdWords shows your ads on relevant websites based on your keywords and other factors. You have the option to simply opt a search campaign into the Google Display network, however, that is not the recommended setup. I recommend creating a new AdWords campaign targeting Google Display only, so you can allocate a separate budget and customize other settings for display.

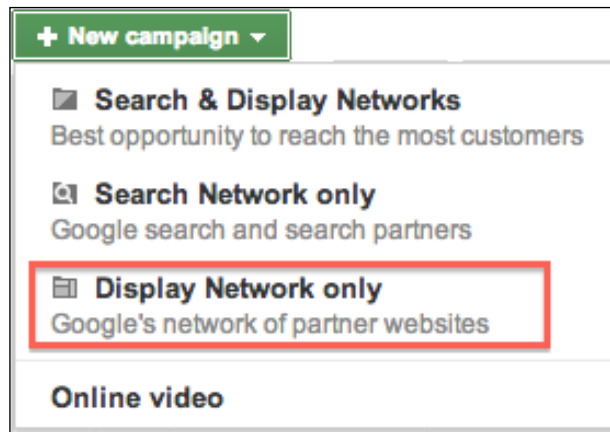
## Getting ready

Decide how much of your budget you'd like to allocate for testing display. Start with a smaller budget until you evaluate if display will work for you while you optimize your campaign.

## How to do it...

To create an automatic placements display campaign, perform the following steps:

1. Click on the **Campaigns** tab.
2. Click on **+ New campaign** to create a new campaign.
3. Choose **Display Network only**:



4. Name your campaign. I recommend including `Display` in your naming convention for easier reporting and analysis.
5. Choose your target locations and languages.
6. Choose your bidding option. I recommend you start with **I'll manually set my bids for clicks** for greater control over how much you bid on each ad group.
7. Set a daily **Budget**. Start small while you optimize and evaluate the effectiveness of display.
8. Click on **Save and continue**.
9. Next, you'll create your first display ad group. Choose an ad group name that reflects the theme of the keywords you'll add.
10. Choose your **Default bid** value. This is the most you are willing to pay for clicks in an ad group.

11. Under **Choose how to target your ads**, select **Display Keywords**:

Ad Group name

Default bid  \$

**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

12. Enter your keywords into the keyword box and click on **Find related keywords** for additional ideas. Select a small, targeted keyword list of 3 to 5 keywords and no more than 20 keywords. Smaller keyword lists tend to work better on the Display network. Keywords are used to identify websites with similar themes and therefore function very differently from keywords in your search campaigns. You do not need to use misspellings or be too specific with your keyword lists, as this might filter out too many relevant websites.

**Display Keywords**

Enter keywords one per line

sf hotels  
san francisco hotels

**Selected keywords: 3**

- « san francisco hotel deals
- « cheap san francisco hotels
- « san francisco hotels downtown

**Or select from sample keywords**

- san francisco hotels union square
- san francisco hotels downtown
- san francisco luxury hotels
- san francisco hotel deals
- cheap san francisco hotels
- san francisco boutique hotels

Narrow your targeting further (optional)

13. Click on **Save and continue**.
14. Next, create an ad. You can run image, display rich media, text, and video ads in your display campaigns. If you have image or video ads, you can add them to your campaign.
15. If you do not have an image ad, you can use the **Display ad builder** feature to create one. Keep your ad targeted to your keyword list and follow other ad copy best practices, such as including calls-to-action and special offers. You do not need to add all ad formats at once and can come back to add in additional ad formats at a later time.
16. Click on **Save ads** when you are done.
17. Create additional ad groups following the same guidelines of small keyword lists and targeted ads. I recommend you start with several display ad groups, rather than just one, as they will likely perform differently based on the keywords and ads you choose.

### How it works...

With automatic placements, AdWords uses your keywords and other factors to match your ads to relevant placements that are part of Google's Display network. Rather than choosing specific placements to show ads on, AdWords places your ads based on your ad group's theme, matching it up to relevant websites on the Display network through contextual targeting. For example, if you have an ad group with keywords related to dog toys, your ads could show next to an article that discusses dog training techniques.

### There's more...

The easiest way to get started with AdWords display is to create a campaign that's a mirror version of your search campaign, customized for the Display network. You can quickly create a duplicate version of your search campaign with AdWords Editor. Copy and paste an existing campaign and make sure to select the appropriate networks for your new display campaign under the **Campaigns** tab. You might need to make some edits to your keywords, removing keyword misspellings and keywords that are too specific, keeping your keyword lists small and targeted. Keyword match types are not relevant for display campaigns, so you should just use the broad match modifier.

### See also

- ▶ *The Creating a managed placements display campaign recipe*
- ▶ *The Adding image ads to display campaigns recipe*
- ▶ *The Copying campaigns or ad groups with AdWords Editor recipe in Chapter 13, Managing Campaigns*

## Creating a managed placements campaign

In addition to letting AdWords contextually target ads based on your keywords (automatic placements), you can choose specific websites you'd like to show ads on (managed placements). This is a good strategy for advertisers who only want to show ads on specific websites and want more control over where their ads are shown.

### Getting ready

Brainstorm websites or types of websites where you'd like your ads to be shown. These properties may or may not be part of Google's Display network, but you'll be able to research them and find similar websites as you create your campaign.

### How to do it...

To create a managed placements display campaign, perform the following steps:

1. Go to your **Campaigns** tab.
2. Click on **+ New campaign** to create a new campaign.
3. Choose **Display Network only**.
4. After choosing all of the relevant campaign settings and your budget, click on **Save and continue**.
5. Name your new ad group and choose the **Default Bid** value. This bid will apply to all placements you choose within this ad group, unless you set placement-specific bids, which will override the default ad group bid.
6. Under **Choose how to target your ads**, select **Use a different targeting method** and select **Placements**:

Ad Group name

Default bid  \$

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

Select a targeting method ▾























- Topics**  
Show ads on pages about specific subjects
- Placements**  
Show ads on websites that you choose
- Age**
- Gender**

7. In the next step, you'll be able to search for placement ideas by entering a word, phrase, or website. The tool provides data on how many impressions each placement receives as well as what ad types (text ad, image ad, audio ad, or In-Stream ad) each placement accepts. The In-Stream ads are video ads that appear as an ad break before or during YouTube partner videos.

**Placements** ?

**Search for placement ideas**

san francisco

travel.travelo...	 	500,000+	<input type="button" value="»"/>
c8b0f6000755a1...	 	500,000+	<input type="button" value="»"/>
fd95506ad06aa6...	 	500,000+	<input type="button" value="»"/>
pressdemocrat.com	 	100,000 - 500,000	<input type="button" value="»"/>
bearinsider.com	 	100,000 - 500,000	<input type="button" value="»"/>
49erswebzone.com	 	100,000 - 500,000	<input type="button" value="»"/>
bearinsider.co...	 	100,000 - 500,000	<input type="button" value="»"/>
blog.sfgate.com	 	100,000 - 500,000	<input type="button" value="»"/>
sf.funcheap.com	 	100,000 - 500,000	<input type="button" value="»"/>
gosur.com	 	100,000 - 500,000	<input type="button" value="»"/>
about.com » Wa...	 	100,000 - 500,000	<input type="button" value="»"/>

[Add multiple placements at once](#) ?

**Selected placements: 4**

- « examiner.com
- « sfgate.com
- « cnn.com::travel article,Bottom right
- « hotelreservations.com

8. Select the placements you'd like to add and click on **Save and continue**.
9. Add text, image, display, or video ads to your ad group. Add a combination of different ad formats for greatest reach.
10. You can create additional ad groups with different placements or types of websites.

### How it works...

Placements are websites, specific pages on a website, app, or ad units within a webpage where AdWords shows ads. A website needs to be part of Google's Display network to be eligible as a placement. You'll also need to win a bid in each ad auction in order for your ads to be shown.



To maximize reach, set competitive bids, especially if you are targeting popular websites.

### There's more...

In addition to selecting specific placements to show ads on, you can narrow your targeting further by the following criteria:

- ▶ **Display keywords:** Ads will be shown on websites relevant to keywords you add
- ▶ **Audiences:** Ads will be shown to people based on their interests, types of websites they visit, and if they previously visited your website (remarketing)
- ▶ **Topics:** Ads will be shown on pages about specific topics or sub-topics
- ▶ **Age:** Ads will be shown to people that fall into specific age ranges
- ▶ **Gender:** Ads will be shown to males or females

If you combine multiple display targets in one ad group, you restrict your ads to be shown only to those users who meet all of your chosen targets. For example, if you use keywords and placements in one ad group, your ads will only be shown on specific websites that you selected when the content of a publisher's website is relevant to your keywords. Keep in mind that if you layer on too many targets at once, you may be restricting your ad visibility to a very narrow audience. In the following screenshot, you can see an example of how using placements and keywords together in one ad group can restrict your reach:



Change display targeting

**Display keywords**

Choose terms related to your products or services to target relevant webpages. [Learn more](#)  
Need more ideas? Try the [Keyword Tool](#).

**Enter keywords** one per line

diet product  
diet products

Find related keywords Add keywords

**Selected keywords: 2**

best diet products  
diet product reviews

**Or select from sample keywords**

dukan diet products  
lose weight fast  
how to lose weight fast  
how to lose weight  
cambridge diet products  
losing weight

Your keywords are always used to target your ads.

Close

**Placements**

cooks.com, allrecipes.com [Edit](#)

Potential reach per week on the Display Network

**40M - 45M \***  
impressions

\* Your potential reach may be lower than shown because certain information, like keywords or ad formats, isn't included in these estimates. [Learn more](#)

The shaded area indicates potential reach according to your targeting settings.

**Selected targeting**

Display keywords  
 Placements

Learn more about where your ads might appear and what bid will be used.

## See also

- ▶ The *Creating an automatic placements campaign* recipe
- ▶ The *Adding image ads to display campaigns* recipe

## Researching and adding display placements

If you are not yet ready to create a display campaign, but would like to research available placements or check if specific websites are part of Google's Display network, you can use Google's **Placement Tool**. You can also use this tool if you have already created a display campaign that you'd like to build on and expand with additional placements.

## Getting ready

Put together a list of websites you'd like to show ads on. Also, prepare keywords and product categories to search for additional available placements.

## How to do it...

To find placements, perform the following steps:

1. Sign in to your AdWords account.
2. Go to **Tools and Analysis** and choose the **Placement Tool** option.
3. You can search for placement based on one of the following criteria:
  - ❑ **Word or phrase**
  - ❑ **Website**
  - ❑ **Category**
4. Once you enter your search criteria, you can filter further by locations, languages, and devices under **Advanced Options and Filters**.
5. Click on **Search** to see if the specific placement you are interested in is available, or to find placements relevant to searched phrases and categories.

The screenshot displays the 'Find placements' interface in Google Ads. It includes search criteria for 'Word or phrase' (One per line), 'Website' (sfgate.com), and 'Category' (Apparel). Below these are filters for 'Advanced Options and Filters' with 'Locations: United States', 'Languages: All', and 'Devices: Desktops and laptops'. A 'Search' button is present. The results section shows a table with columns for 'Placement', 'Placement Type', and 'Ad Types'. The first row shows 'sfgate.com' as a 'Site' placement with three ad types. Subsequent rows show more specific placements like 'sfgate.com » Home & Garden, Top right'.

Placement	Placement Type	Ad Types
sfgate.com	Site	3 icons
sfgate.com » Home & Garden, Top right	Site	1 icon
sfgate.com » Home & Garden articles, Middle left	Site	1 icon
sfgate.com » Home & Garden articles, Middle center	Site	1 icon
sfgate.com » Healthy Food articles, Top right	Site	1 icon

6. You can further filter placements by type. Uncheck any that you are not interested in showing your ads on. The following placement types are available:
- Site**
  - Video**
  - Feed**
  - Game**
  - Mobile App**
  - Audio**

7. If you'd like to find out more about a specific placement, click on it from within the placement tool. You'll see additional information about it, such as what ad formats it accepts, or an example page where your ads could show.
8. Select **Impressions Per Day** under the **Columns** drop-down button to see how many daily impressions each placement receives:

9. Check the box next to the placements you would like to save to **My placement ideas**, add them directly to your account, or download into a spreadsheet.

## How it works...

The **Placement Tool** option helps you find websites on Google's Display network to show your ads on. It provides example pages where your ads could appear, as well as the types of ad formats each placement accepts. Once you find placements you like, you can add them to your campaigns directly from the **Placement Tool** option.

## See also

- ▶ The *Creating a managed placements campaign* recipe

## Targeting display sites based on topics

If you would like to cast a wider net on display and show your ads to a collection of websites related to certain topics, such as travel or news, you can do so through AdWords display. This is a good option for those who are not sure what specific websites to target on display or may not have the time to research and add individual placements to their campaigns. You may also want to try this approach if you are not getting enough traffic from your display campaigns, and if your CPA goals are more flexible.

## Getting ready

Think about topics that would be relevant to your business. Do not limit yourself to just the most specific topics, but try other, more loosely related topics as well as ones that your target customers are likely to browse. For example, if you sell diet products, you may want to target:

- ▶ **Weight Loss**
- ▶ **Fashion & Style**
- ▶ **Food & Drink**

While you can add topics to an existing display campaign, I recommend creating a separate campaign for topic targeting. This allows you to bid and use your budget more effectively.

## How to do it...

To add topics to your display campaign, perform the following steps:

1. Click on the **Campaigns** tab.
2. Click on **+ New campaign** to create a new campaign.
3. Choose **Display Network only**.

4. After choosing the relevant campaign setting, including target locations, languages, bidding options, and your budget, click on **Save and continue**.
5. Name your new ad group and choose the **Default Bid** value. This bid will apply to all topics you choose within this ad group, unless you set topic–specific bids, which override the default bid.
6. Under **Choose how to target your ads**, select **Use a different targeting method** and select **Topics**.
7. On the next screen, you'll be able to search for topics with your key phrases, or you can browse available topics. There are also numerous sub-topics that you can pick and choose from:

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

Topics ▾

**Topics** ?

Enter a word or phrase

+ Arts & Entertainment	»
+ Autos & Vehicles	»
- Beauty & Fitness	»
Beauty Pageants	»
Body Art	»
+ Cosmetic Procedures	»
Cosmetology & Beauty Professionals	»
+ Face & Body Care	»
+ Fashion & Style	»
+ Fitness	»
+ Hair Care	»
+ Spas & Beauty Services	»

[Add topics using codes](#) ?

**Selected topics: 2**

« Beauty & Fitness  
Weight Loss

« Beauty & Fitness  
Fashion & Style

8. Select the topics you want to add and click on **Save and continue**.
9. Add ads to your ad group.

## How it works...

Topic targeting on the Google's Display network lets you show ads on websites related to specific topics, such as finance or biotech. Google analyzes the keywords on a page to determine the topic of the page, categorizing it into topics and sub-topics. If you choose to target via topics, your ads will be shown on websites related to topics you choose to add to your campaign.

## There's more...

You can further pre-qualify topic targeting by layering on keywords or specific placements in addition to topics. If you choose to use keywords in combination with topic targeting, your ads will only show on pages that meet both criteria you selected. For example, if you choose the **Finance** topic and add keywords about agriculture, your ads could show on the finance section of a local news website featuring an article about agricultural stock prices.

## See also

- ▶ *The Creating an automatic placements campaign recipe*
- ▶ *The Creating a managed placements display campaign recipe*

## Excluding irrelevant and poorly performing placements

If you are running display campaigns, you should periodically review performance on specific placements to ensure that your ads are shown on quality pages that meet your goals. This is especially important if you are running keyword-based, interest- or topic-targeted campaigns, where AdWords places your ads on pages you may not have chosen. If your ads are shown on low-quality placements, or placements that generate clicks without any conversions, you can exclude them in AdWords and block such websites from displaying your ads.

## Getting ready

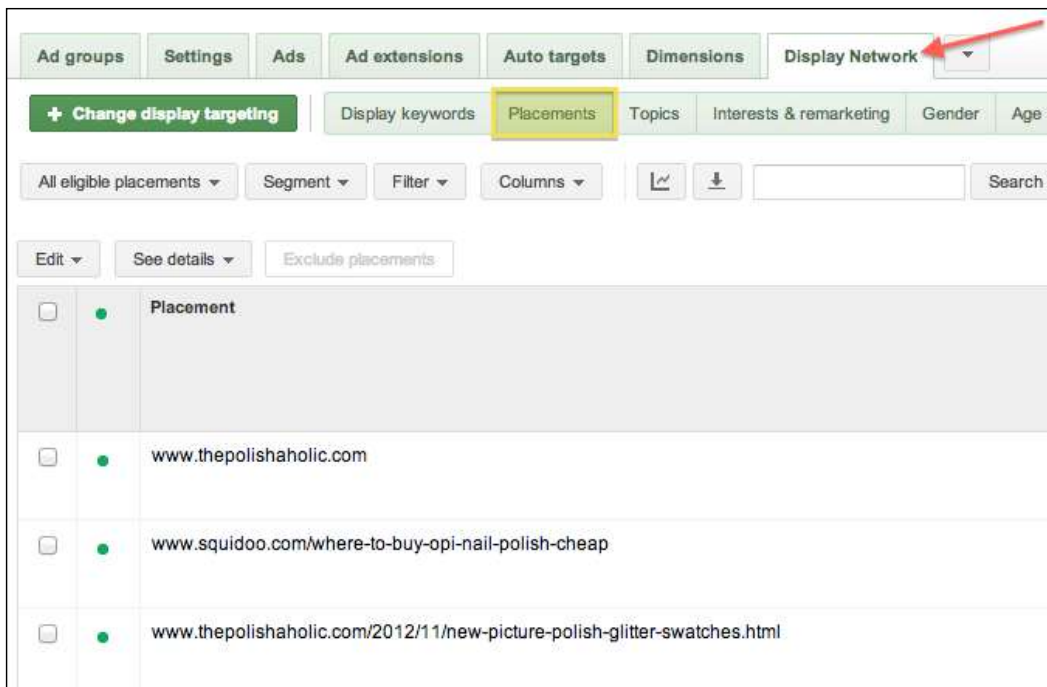
Before you start excluding specific placements, review their performance. Specifically, pay attention to the following:

- ▶ High-cost placements that generated zero conversions.
- ▶ High CPA placements.
- ▶ Low-quality or irrelevant placements.
- ▶ Placements with high bounce rates and low time on site. You will need to access your Google Analytics to find this data.

## How to do it...

To review and exclude placements, perform the following steps:

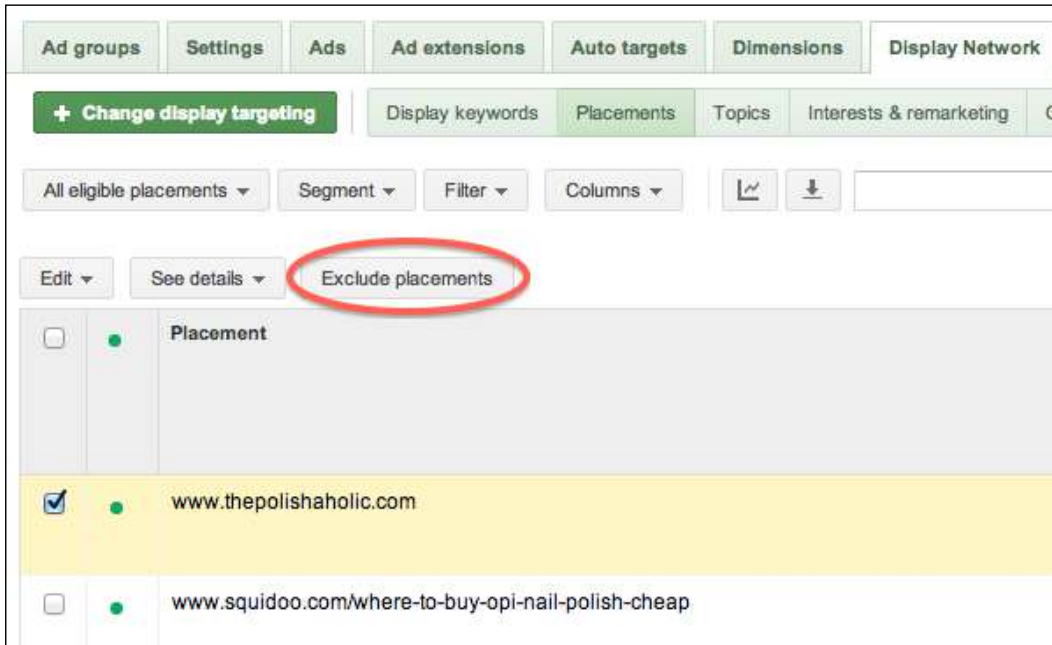
1. Go to your **Campaigns** tab.
2. Click on a display campaign you'd like to analyze.
3. Click the **Display Network** tab and select the **Placements** sub-tab.
4. Below, you will see a list of managed and automatic placements along with relevant data, such as clicks, costs, and conversions.
5. Sort the results by clicks or cost, to first review the placements that generate the most traffic. If a placement generated a large number of clicks without any conversions, consider excluding it.



The screenshot shows the Google Ads interface for a Display Network campaign. The 'Display Network' tab is selected, and the 'Placements' sub-tab is highlighted in yellow. A red arrow points to the 'Display Network' tab. The interface includes a search bar, a 'Search' button, and a list of placements. The list has columns for checkboxes, a green dot, and the placement name.

<input type="checkbox"/>	●	Placement
<input type="checkbox"/>	●	www.thepolishaholic.com
<input type="checkbox"/>	●	www.squidoo.com/where-to-buy-opi-nail-polish-cheap
<input type="checkbox"/>	●	www.thepolishaholic.com/2012/11/new-picture-polish-glitter-swatches.html

- To exclude a placement, mark a checkbox on the left of a placement and choose **Exclude placements**:



- You'll get an option to exclude a placement from an entire campaign or just from an ad group:




- Click on **Save**.



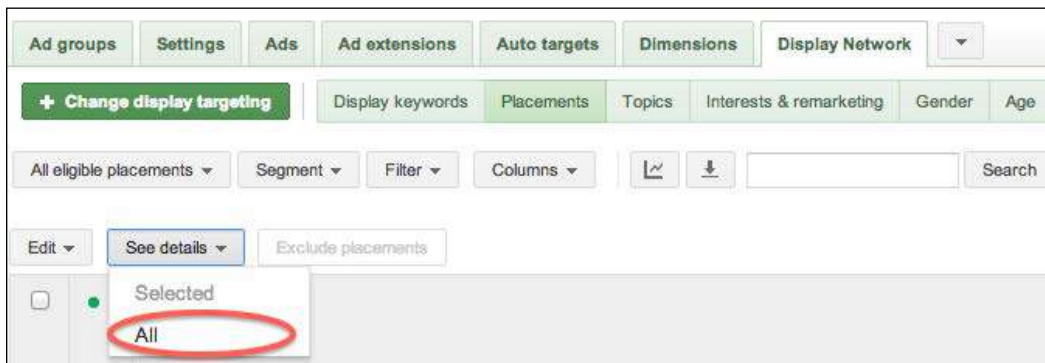
## How it works...

By excluding a placement, you can ensure that your ads are not shown on specific websites. You can exclude placements from an ad group or from a campaign, which will affect all ad groups within a campaign.

 The display data for individual placements from the last 48 hours may not be available. Select a wider date range (such as last 7 days or last 30 days) in your analysis.

## There's more...

To see specific pages on various websites that your ads appeared on, click on **See details**. Choose **Selected** to see pages related to a specific domain you selected or choose **All** to see all pages:



## See also

- ▶ The *Creating an automatic placements campaign* recipe
- ▶ The *Targeting display sites based on topics* recipe

## Avoid displaying your ads on certain pages

You can exclude an entire set of topics from showing your ads on Google's Display network. This strategy can help you get more out of display by blocking all irrelevant websites related to certain subjects at once.

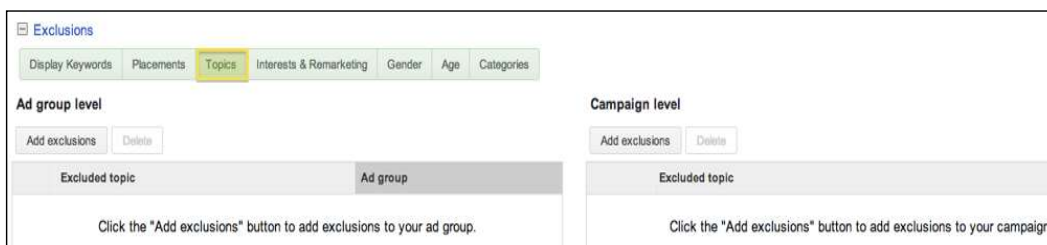
### Getting ready

Review the campaign's performance and individual display placements where your ads have appeared. If you notice that certain types of websites, such as gaming websites, show your ads but are not relevant to your audience, consider excluding gaming topics.

### How to do it...

To exclude topics, perform the following steps:

1. Go to your **Campaigns** tab.
2. Click on the display campaign you'd like to add exclusions to.
3. Click the **Display Network** tab.
4. Scroll down to the bottom of the screen and click on **Exclusions**.
5. Select the **Topics** tab.
6. You can add exclusions at the ad group level or at the campaign level. If a certain group of websites is not applicable to any ad group in your campaign, choose the **Campaign level** option:



7. Click on **Add exclusions**.

8. Choose topics or sub-topics you'd like to exclude and click on **Save**:

**Exclude topics**

Prevent ads in this campaign from showing on pages about a specific topic. [Learn more](#)

[-] Games	»
Arcade & Coin-Op Games	»
[+] Board Games	»
[+] Card Games	»
[+] Computer & Video Games	»
Dice Games	»
Educational Games	»
[+] Family-Oriented Games & Activities	»
[+] Online Games	»
Party Games	»
Puzzles & Brainteasers	»
Roleplaying Games	»

[Add topics using codes](#) ?

**Selected topics: 2**

Games

Jobs & Education

### How it works...

By adding topic exclusions, you block all websites related to your excluded topics from showing your ads. For example, as a lawyer who is advertising legal services to clients, you may want to block all websites related to "jobs" to prevent irrelevant clicks from other lawyers looking for employment.

### See also

- ▶ The *Excluding categories of sites and potentially sensitive topics* recipe

## Excluding categories of sites and potentially sensitive topics

If you are showing ads on the Display network, you can exclude entire categories of websites and pages, which discuss potentially sensitive topics from showing your ads. Your display traffic will be more efficiently targeted and you'll prevent your ads from appearing on questionable pages.

### Getting ready

The category exclusions that are most pressing to exclude are:

- ▶ **Crime, police & emergency**
- ▶ **Death & tragedy**
- ▶ **Military & International Conflict**
- ▶ **Juvenile, gross & bizarre content**
- ▶ **Profanity & rough language**
- ▶ **Sexually suggestive content**

You may also want to consider excluding the following:

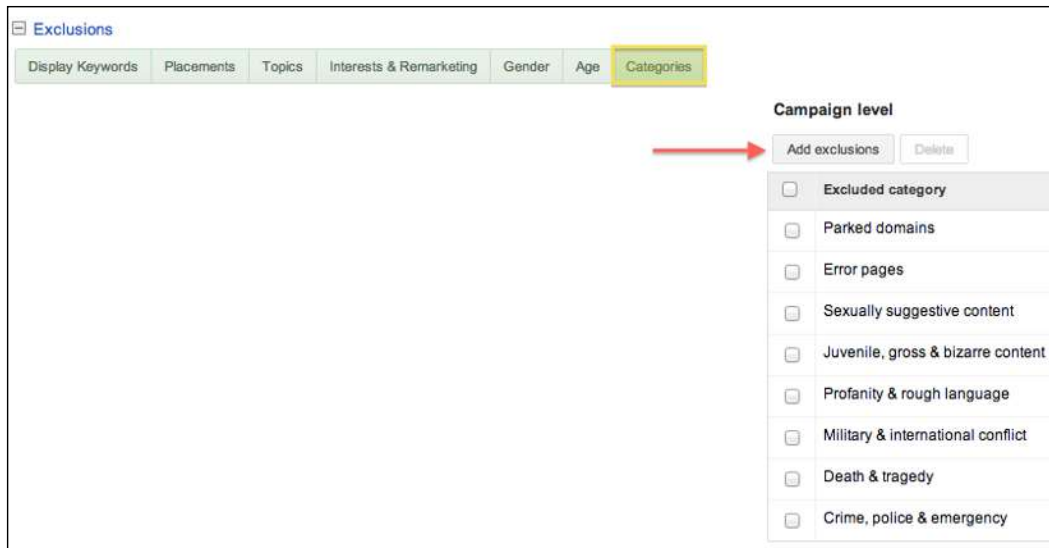
- ▶ **Error pages**
- ▶ **Parked domains**

Review ad performance on **Error pages** and **Parked domains** before you decide to exclude them.

### How to do it...

To add negative categories, perform the following steps:

1. Click on the **Campaigns** tab.
2. Go into a campaign targeting display.
3. Navigate to the **Display Network** tab.
4. Scroll down to the bottom of the page and open up **Exclusions**.
5. Select the far right box that says **Categories**. Under **Campaign level**, click on the box that says **Add Exclusions**:




6. Check the categories you would like to exclude and click on **Save**.
7. Repeat for each display campaign.

### How it works...

Excluding categories prevents your ads from showing on certain potentially sensitive categories of web pages, such as pages about crime, death, and sexual content. You can also block your ads from showing on certain types of websites, such as parked domains, error pages, games, social networks, and more.

[


]

AdWords cannot guarantee that your ads will never show on pages related to the topics or categories you excluded. Review placement data regularly and exclude individual pages you do not want your ads to show on.

### See also

- ▶ *The Avoid displaying your ads on certain pages recipe*

## Adding image ads to display campaigns

One of the great benefits of Google's Display network is that you can run engaging and visually powerful banners on websites that are part of Display network. Image ads can help you grab the user's attention better than standard text ads, and they can help you boost your brand's presence on many different websites across the Internet.

## Getting ready

If you already have image or flash ads that you'd like to add to AdWords, make sure they follow the technical requirements outlined in the *How it works...* section of this recipe. Save them to your computer from which you'll be able to upload them into your AdWords campaigns.

The images must be relevant and clear, and text must be legible. Blurry or poor quality images are against policy, as are any ads that try to trick a user into clicking them, such as system warnings or error messages.

## How to do it...

To add image ads to your campaign, perform the following steps:

1. Click on the **Campaigns** tab.
2. Go into a campaign targeting display.
3. Click on the ad group to which you'd like to add image ads to.
4. Navigate to the **Ads** tab.
5. Click on **+ New ad** and select **Image ad** from the drop-down menu.
6. Click on **Upload an ad** and locate the ad saved on your computer.
7. Write an **Ad name** value and enter your **Display URL** and **Destination URL** values:

New image ad

[See supported specs](#)

Ad name

Free Demo 160x600

Display URL

www.example.com

Destination URL

http://www.example.com

8. Click on **Save**.
9. To maximize reach, add image ads in various sizes.

## How it works...

Image ads use a picture or interactive graphic to present your products and services visually. They generally follow the same policies as text ads and also have the technical requirements outlined at <http://support.google.com/adwordspolicy/bin/answer.py?hl=en-AU&answer=176108>. The following table outlines some of those requirements:

	<b>File type</b>	<b>File size</b>	<b>Image size</b>	<b>Animation length and speed</b>
Non-animated image ads	.jpeg .jpg .png .gif	150 KB or smaller	Mobile leaderboard: 320 x 50 Banner: 468 x 60 Leaderboard: 728 x 90 Square: 250 x 250 Small square: 200 x 200 Large rectangle: 336 x 280 Inline rectangle: 300 x 250 Skyscraper: 120 x 600 Wide skyscraper: 160 x 600 Half-page: 300 x 600	
Animated image ads	.gif	150 KB or smaller	Banner: 468 x 60 Leaderboard: 728 x 90 Square: 250 x 250 Small square: 200 x 200 Large rectangle: 336 x 280 Inline rectangle: 300 x 250 Skyscraper: 120 x 600 Wide skyscraper: 160 x 600 Half-page: 300 x 600	Animation length must be 30 seconds or shorter. Animations can be looped, but the animations must stop after 30 seconds. Animated GIF ads must be 5 fps or slower. Animated GIFs cannot be used in mobile or tablet ads.
Flash ads	.swf	150 KB or smaller, except for half-page ads, which can be as large as 200 KB	Banner: 468 x 60 Leaderboard: 728 x 90 Square: 250 x 250 Small square: 200 x 200 Large rectangle: 336 x 280 Inline rectangle: 300 x 250 Skyscraper: 120 x 600 Wide skyscraper: 160 x 600 Half-page: 300 x 600	Animation length must be 30 seconds or shorter. Animations can be looped, but the animations must stop after 30 seconds. Flash ads must be 20 fps or slower.

### There's more...

All image ads must be approved as family safe in order to show on GDN. Any ads containing sexual content or nudity will be deemed as non-family or adult, and will not be eligible to be shown. You do not need to take any action besides submitting your ad to get your ads approved. If an ad is disapproved, you'll be notified via e-mail.

### See also

- ▶ The *Creating rich image ads with Display Ad Builder* recipe

## Creating rich image ads with Display Ad Builder

Google's Display Ad Builder is a tool that helps you easily create image ads without any prior graphic design experience. The tool is available for free to all advertisers using Google AdWords.

### Getting ready

Prepare product images or company logos you'd like to use. Make sure that you own or have the necessary permissions to use the images you plan to leverage.

Review your search ad text performance to find descriptions, special offers, and call-to-action phrases that perform best for you. You'll want to add these phrases to your image ads as you build them with the Display Ad Builder tool.

### How to do it...

To create image ads using Google's Display Ad Builder, perform the following steps:

1. Navigate to the **Ads** tab.
2. Click on **+ New ad** and select **Display ad builder** from the drop-down menu. Here, you'll be able to choose a template from one of the many different themes and formats.



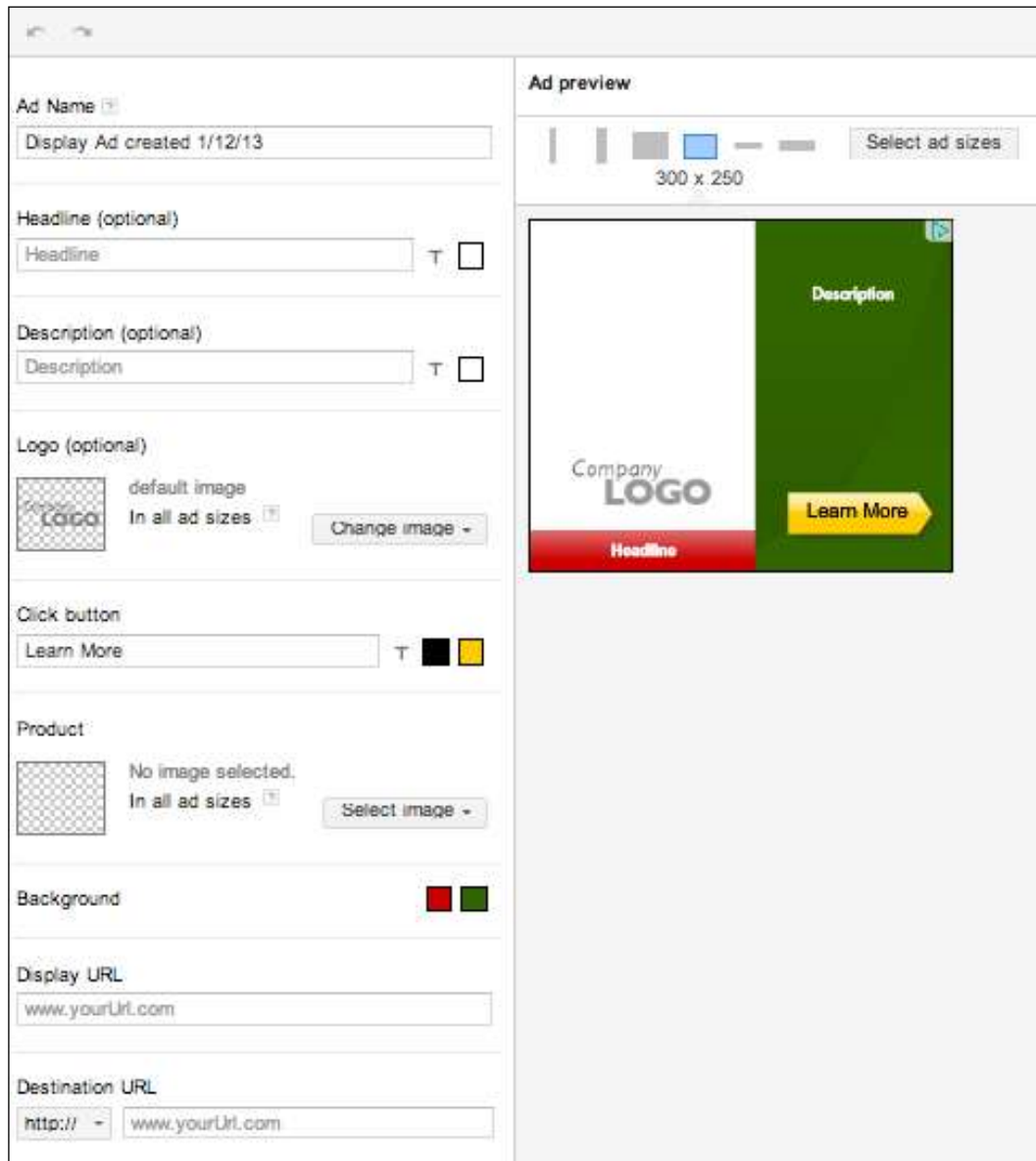
- Choose one of the ad templates provided by AdWords. Search by **Industries, Seasons and events**, or select **General Purpose** for more generic templates. The **Advanced** section contains ad formats, which allow you to showcase multiple images with different URLs or expandable ads that show additional information at the click of a button:

The screenshot displays the Google AdWords Ad Editor interface. On the left, there is a sidebar with navigation options: » Featured, Starred, Suggested, Previously used, Show all, Media and Channels (Video, Mobile), Advanced (Product Showcase, Expandables), Themes (General Purpose, Seasons and Events, Chinese New Year, Valentine's Day, More), and Industries (Education, Entertainment, Financial, Retail, Technology, Travel). The main area shows a grid of ad templates. At the top, there are controls for 'Sort by: Newest', 'Go to page: 1', and 'Show templates: 12'. The templates include: 'Blank Template', 'All purpose 57', 'All purpose 50', 'Elegant 1', 'Elegant 4', 'Roll-over Showcase: 4 Images', 'All purpose 15', 'All purpose 18', and 'All purpose 6'. Each template preview shows a layout with fields for 'Headline', 'Description', 'Image', and 'Logo', along with a 'Learn More' or 'Enter Site' button.

## Running Display Ads

---

- Once you have selected a template you'd like to use, follow the screen prompts to create your ad. The elements you'll need to fill in will vary, depending on the template you choose.



The screenshot displays a user interface for creating a display advertisement. It is divided into two main sections: a configuration panel on the left and a preview panel on the right.

**Configuration Panel (Left):**

- Ad Name:** A text input field containing "Display Ad created 1/12/13".
- Headline (optional):** A text input field with "Headline" and a toggle switch.
- Description (optional):** A text input field with "Description" and a toggle switch.
- Logo (optional):** A placeholder image with "Company LOGO" text, a "default image" label, and a "Change image" button.
- Click button:** A text input field with "Learn More" and a color selection dropdown showing black and yellow.
- Product:** A placeholder image with "No image selected" text and a "Select image" button.
- Background:** A color selection dropdown showing red and green.
- Display URL:** A text input field with "www.yourUrl.com".
- Destination URL:** A text input field with "http:// www.yourUrl.com".

**Ad preview Panel (Right):**

- Ad preview:** A header section with a "Select ad sizes" button and a size indicator of "300 x 250".
- Preview:** A visual representation of the ad. It features a white background with a red bar at the bottom containing the text "Headline". On the left, there is a "Company LOGO". On the right, there is a green vertical bar containing the text "Description" and a yellow "Learn More" button.

- Generally, you'll need to first name your ad. Choose a name that's descriptive of the products or offers you are promoting.

6. Write a headline and description in the **Headline** and **Description** fields. Follow the same best practices as for text ads. Be informative and descriptive and include special offers and calls-to-action. You can customize text colors and fonts, if necessary.
7. Add a company logo.
8. Customize your **Click button** field with language that best fits your offer. You can also change the button font and color.
9. Add a product image or multiple images, depending on your template.
10. Customize background colors, if you'd like to adjust the color scheme provided in the template.
11. Write in your **Display URL** and **Destination URL** values.
12. Always use the **Ad preview** feature to see what your ads would look like in all available ad sizes. Your images or logos might be difficult to see or even illegible in some ad sizes, or the text might not fit properly together. Some of the templates allow you to adjust the various text and image elements by ad size. Make sure to go through each ad size in the **Ad preview** screen and make any necessary adjustments.
13. Click on **Preview and Save**. If you do not like how your ad appears in a specific ad size, you can unselect that ad in the **Ad preview** screen.
14. Once you click on **Save**, AdWords will populate your ad group with all of the display ad sizes you have chosen.

You can edit the ads you created with the Display Ad Builder tool at any time, if you need to update your images or text. Continue to experiment with additional templates to test alternate formats, colors, and messaging.

### How it works...

Google's Display Ad Builder is a free tool that helps advertisers create professional looking display ads. Advertisers can choose from hundreds of available templates, different fonts, colors, and images, or upload their own logos, images, and video. Each template also allows for text to be customized and easily updated directly in your AdWords account.

### There's more...

The **Suggested ads** feature in the Display Ad Builder will scan your website and automatically generate relevant ads by pulling in text and images into multiple ad variations you can choose from. You can further refine and customize the ads by clicking on one of the suggested options.

### See also

- ▶ *The Adding image ads to display campaigns recipe*

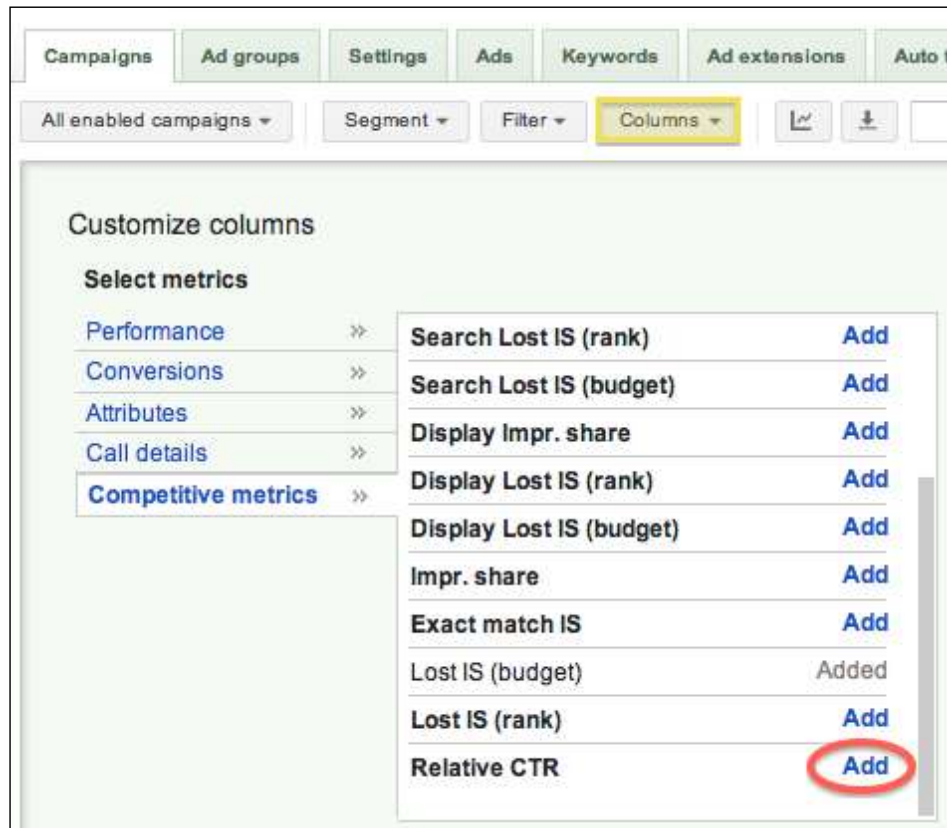
## Analyzing relative CTR to benchmark display performance

CTR on display is typically much lower than CTRs you're used to seeing from your search campaigns. Instead of comparing your display CTR to your search CTR, a more useful metric would be to understand how your display ads fare against other display campaigns. To help you analyze and benchmark how your display CTR compares to other ads, AdWords provides the Relative CTR metric in your account.

### How to do it...

To view relative CTR, perform the following steps:

1. Click on the **Campaigns** tab. You can also view **Relative CTR** at the ad group level.
2. Click on **Columns** and choose **Customize columns**.
3. Under **Competitive metrics**, scroll until you see **Relative CTR**:



4. Click on **Add** to add the metric to your dashboard and click on **Apply** to save your settings.
5. You should now see **Relative CTR** as a metric in your campaign dashboard. The average Relative CTR is 1x, and you should aim above that (such as 1.5x). If your Relative CTR is under 1x (such as 0.5x), consider optimizing your display campaign.

### How it works...

Relative CTR is a measure of how your ads perform on Google's Display network when compared to other ads appearing on the same pages. It's calculated by dividing your CTR by the average CTR of all advertisers appearing on your placements.

The average Relative CTR is 1x, which means that your CTR equals the average CTR of all advertisers on the same pages. If your Relative CTR is higher than 1x (such as 2x), your ads are getting better clickthrough-rates than other ads on the same placements.

Relative CTR is available at the campaign and ad group levels, however, it doesn't work with campaigns that use CPM bidding as a bidding strategy.

### There's more...

Search and Display Quality Scores are completely separate. On Google's Display network, AdWords also considers your performance on a site, in addition to your ad's relevance and your landing page. Like on Google Search, a more relevant and high CTR ad on the Google Display network will help you be more competitive in an ad auction. If your CTR is lower than average, you may want to take the following actions:

- ▶ Exclude low performing and irrelevant placements. These include any placements that have lower CTRs than other placements, but make sure to not exclude placements that are generating profitable conversions.
- ▶ Add new ads, pausing the lower performing ad copy.
- ▶ Add image and rich media ads, in addition to text ads.
- ▶ Create more themed ad groups to allow AdWords to better target your ads to relevant placements.
- ▶ Pause low performing keywords, if you are running a display campaign that uses keywords to target.

## See also

- ▶ The *Customizing columns to personalize data views* recipe
- ▶ The *Excluding irrelevant and poorly performing placements* recipe

# 9

## Remarketing to Past Visitors

In this chapter, we will cover:

- ▶ Generating the remarketing code
- ▶ Creating remarketing audiences in AdWords
- ▶ Creating custom remarketing combinations via rules
- ▶ Setting up a remarketing campaign
- ▶ Setting remarketing bids
- ▶ Setting frequency caps to limit how often ads show
- ▶ Increasing traffic to your remarketing campaign
- ▶ Remarketing to YouTube viewers

## Introduction

Have you noticed ads that seem to just know what you want to buy, following you around the Web? I recently searched for "tennis shoes," visiting various websites but did not buy from any of them. Over the next few days, wherever I went on the Internet, be it my favorite news website or a blog I regularly read, I kept seeing ads for tennis shoes that I recently researched. This is called **remarketing** and is also referred to as **retargeting** in the world of online marketing.

Remarketing allows you to reconnect with users who previously visited your website as they go on to browse the Display network, setting you up for a second chance to convert. Remarketing can be an extremely powerful method of reminding your potential customers of your brand or reconnecting with them as they click on your ads but navigate away from your website without performing the desired action. This can help you look like a big brand, even if you are on a small budget.

If you are advertising with Google, you can set up remarketing through your Google AdWords campaigns. To get started, you'll need to place some code on your website, define your audiences or who you'd like to target, and create a separate campaign for remarketing.

## Generating the remarketing code

The first step of setting up remarketing is adding the remarketing code to your website. You'll need to access this code in your AdWords account, where it might be pre-populated already for you. If not, you can easily set it up.

You can also create remarketing lists through Google Analytics by editing your Analytics tracking code. For additional details about setting up remarketing lists through Google Analytics, see the article at [https://support.google.com/analytics/answer/2611270?hl=en&ref\\_topic=2611283](https://support.google.com/analytics/answer/2611270?hl=en&ref_topic=2611283).

## Getting ready

You'll need to have an AdWords account to use Google's remarketing. You'll also need to add the code to your website, so make sure you have access to the website's code or get in touch with your webmaster, if someone else edits your website for you.



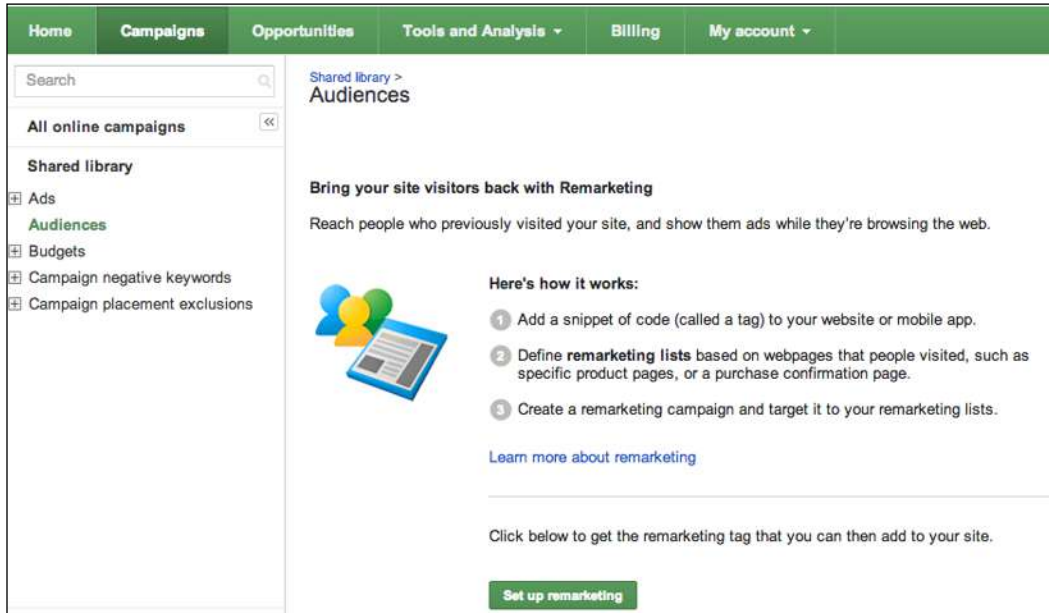
## How to do it...

To generate the remarketing code in your AdWords account, follow these steps:


1. Sign in to your AdWords account.
2. Click on the **Shared library** link at the bottom-left corner of your campaign management page.
3. Click to **View** the shared settings for **Audiences**.

The screenshot shows the Google AdWords interface. At the top, there is a navigation bar with tabs: Home, Campaigns, Opportunities, Tools and Analysis, Billing, and My account. Below this is a search bar and a left-hand navigation menu under 'All online campaigns'. The 'Shared library' section is expanded, showing options for Ads, Audiences, Budgets, Campaign negative keywords, and Campaign placement exclusions. The main content area is titled 'Shared library' and contains a description: 'Shared library contains things that can be shared with multiple campaigns and ad groups'. Below this, it says 'To get started, select a shared setting from the left navigation bar or below.' There are five cards representing different shared settings: Ads, Audiences, Budgets, Campaign negative keywords, and Campaign placement exclusions. Each card has a 'View' button. The 'View' button for the 'Audiences' card is circled in red.

4. Click on the **Set up remarketing** prompt to set up remarketing.



5. Next, AdWords will show you the code that you'll need to add to every page of your website, right before the `</body>` tag. You can copy and save this code for later, or send it to your webmaster. This is your **Main list** that AdWords automatically generates for you.

[  Do not use the code from the example below. Your remarketing code is unique to your AdWords account. ]

The screenshot shows the Google Ads 'Tag your site' setup page. The top navigation bar includes 'Home', 'Campaigns', 'Opportunities', 'Tools and Analysis', 'Billing', and 'My account'. The left sidebar has a search bar and a list of navigation items: 'All online campaigns', 'Shared library', 'Ads', 'Audiences', 'Budgets', 'Campaign negative keywords', and 'Campaign placement exclusions'. The main content area is titled 'Tag your site' and contains the following steps:

**Step 1: Check your privacy policy**  
Review the [Remarketing program policy](#) to find out what you need to include in your site's privacy policy, and which [sensitive categories](#) of sites can't use this feature.

**Step 2: Add the remarketing code to your entire site.**  
If you want to find a link to this tag later, you can go to the Audiences page.

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

```
<!-- Google Code for Remarketing tag -->
<!-- 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 = 1014010104;
  var google_conversion_label = "1_m-CKTjgIjQ=4000000";
  var google_custom_params = window.google_tag_params;
  var google_remarketing_only = true;
  /*  */
</script>
```

Next, create a remarketing list for specific sections of your site that your potential customers visit.

Buttons: [Continue](#) [Do this later](#)

6. Click on **Continue** to create specific audiences you'd like to reach with your ads.

## How it works...

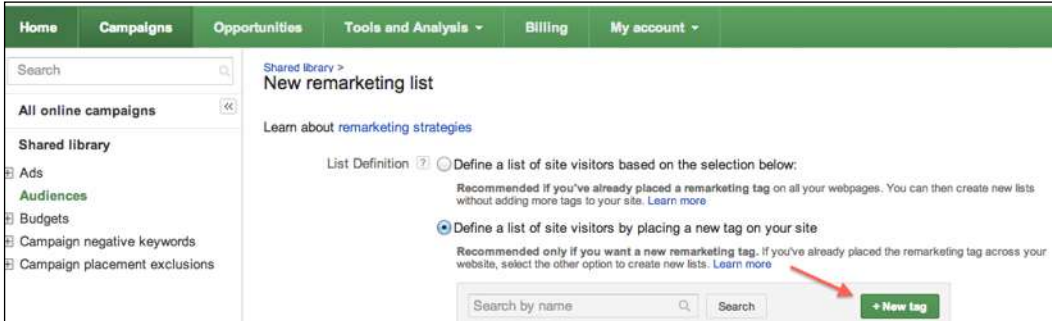
AdWords automatically pre-populates a Main remarketing list that you can access in your shared library. Once you add this single tag to your entire website, you'll be able to create as many lists as you want based on sections of your site that people visit.

## There's more...

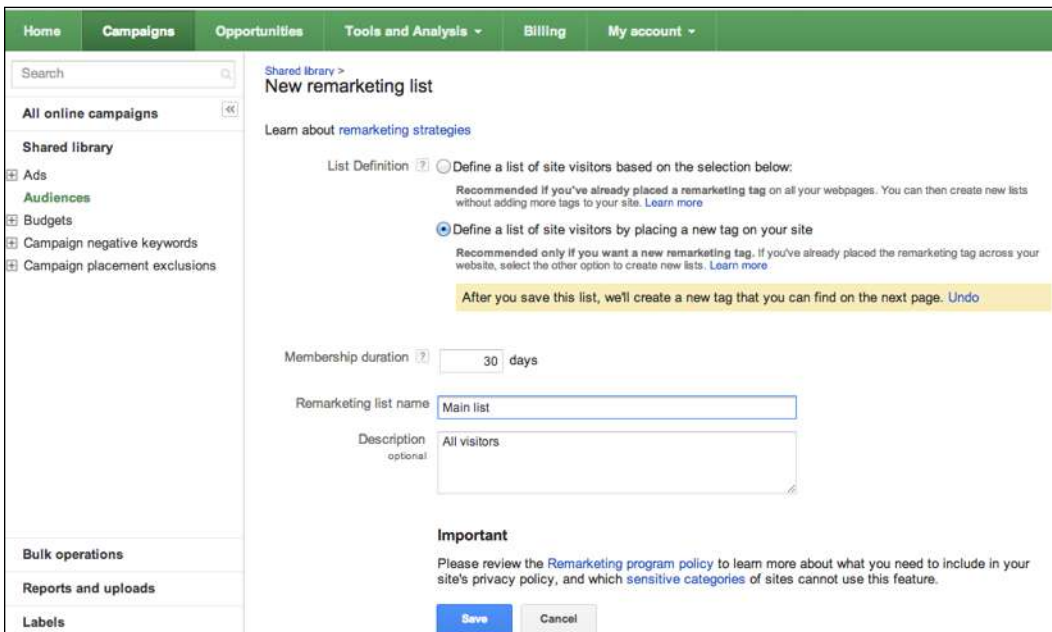
If you don't see a Main list, you can create one by following these steps:

1. Click on the **Shared library** link at the bottom left of your campaign management page.
2. Click to **View** the shared settings for **Audiences**.
3. Choose **+ New audience** and select **Remarketing list**.
4. Choose the second option, **Define a list of site visitors by placing a new tag on your site**.

5. Click the **+New tag** button.



6. Name your new list `Main list` and choose your membership duration. Membership duration refers to the number of days a cookie stays on your remarketing list with the maximum being 540 days. You can leave the default 30 days and also enter an optional list description, such as `All visitors`.



7. Click on **Save** and you'll be taken to the screen where you can see your audiences and access their tags. Click on the `Main list [Tag]` to copy and paste the remarketing code snippet at the bottom of each webpage, just before the closing `</body>` tag in your source code.

## See also

- ▶ The *Creating an AdWords account* recipe in *Chapter 2, Setting up Your Account*
- ▶ The *Creating remarketing audiences in AdWords* recipe

## Creating remarketing audiences in AdWords

With AdWords, you have the option to target broad as well as highly specific audiences via your remarketing campaigns. For example, you can target all visitors or only those who browsed certain product pages but did not convert. Segmenting who you remarket to allows you to tailor your ads to visitors you already know are interested in your website. You can further customize messaging with personalized ads based on what content someone browsed on your website.

## Getting ready

If you have not done so already, go through the prompts to enable remarketing in your account and generate the **Main list** remarketing code. Add this code to all pages of your website.

Next, define your audiences or what segments of visitors you'd like your ads to reach. Here are some recommended audiences:

- ▶ **All visitors:** Anyone who came to your website. This is the most basic and simple way to set up remarketing but also the least targeted.
- ▶ **By products or services:** You could target users who visited specific pages on your site with custom ads and messages. You could take this further and only target visitors to specific pages who did not convert.
- ▶ **Converters:** You could target those who already purchased a product or became a lead and continue to nurture your relationship with past customers.
- ▶ **Non-converters:** All visitors minus those that purchased a product or became a lead. Targeting such audiences can remind your non-converting visitors of your brand and entice them to come back to your site and convert.
- ▶ **By membership duration:** You can segment visitors by the number of days a cookie stays on your remarketing list. For example, you could create a shorter 7-day audience list to show one message, and a longer 30-day list audience for a different message or offer.

## How to do it...

In this section, I'll go through examples of how to create an audience of users who visited specific product pages and an audience of all visitors who converted.



8. Name your list under **Remarketing list name** and write an optional description.
9. Under **Initial list size**, choose if you'd like to **Include past visitors who match your list definition** or **Start with an empty list**. If you choose to include past visitors, the list will include visitors from up to the past 30 days that still fit your list definition.

Initial list size   Include past visitors who match your list definition.

Start with an empty list

Click on **Save**.

If you track conversions in AdWords, you can easily create a remarketing audience for users who converted:

1. In your shared library's **Audiences** section choose **+ New audience** and select **Remarketing list**.
2. Select the second option, **Define a list of site visitors by placing a new tag on your site**.
3. In the box below, you'll see all of your current tags, including your conversion action. Click on **Add** next to the tag that defines converted users. You might want to double-check the name of your active conversions by going to **Tools and Analysis** and choosing **Conversions**.

List Definition   Define a list of site visitors based on the selection below:

Recommended if you've already placed a remarketing tag on all your webpages. You can then create new lists without adding more tags to your site. [Learn more](#)

Define a list of site visitors by placing a new tag on your site

Recommended only if you want a new remarketing tag. If you've already placed the remarketing tag across your website, select the other option to create new lists. [Learn more](#)

Search by name

**Tags: 3**

All Visits [Tag]	<a href="#">Add</a>
Sale	<a href="#">Add</a>

Search

[+ New tag](#)

**Selected tags**

4. Choose your membership duration, name the list (such as "Converters" or "Sale"), and write an optional description.
5. Click on **Save**.

### How it works...

Defining remarketing audiences allows you to show customized ads to visitors who browsed specific pages on your website. You can choose specific parameters, such as URLs visited as well as how long a cookie should stay on your remarketing list. Once you define remarketing lists, you can create separate ad groups and show different ads to each audience.

### See also

- ▶ *The Generating the remarketing code recipe*
- ▶ *The Setting up a remarketing campaign recipe*

## Creating custom remarketing combinations via rules

Custom combinations enable advertisers to further define and segment visitors based on multiple criteria. For example, they allow you to remove customers that already converted from your remarketing list and avoid spamming existing customers who already purchased your product.

### Getting ready

You'll need to first enable remarketing in your AdWords account and add the code to your website. Then, decide what custom audiences you'd like to target. I suggest you start with one of the following:

- ▶ All visitors except for those that converted already.
- ▶ Visitors to specific pages or categories of pages except for those that converted already.
- ▶ Visitors who abandoned the shopping cart. This is one of the most effective ways to target via remarketing, as you can reach someone that was already considering a purchase but did not yet complete it.

If you'd like to create custom combinations for the above audiences who did not convert, you'll first need to create remarketing lists for all visitors, visitors to specific pages, and shopping cart visitors. Then, you'll exclude anyone that's already converted from your custom combination.



## How to do it...

To create a custom combination, follow these steps:

1. Go to your **Campaigns** tab.
2. Click on **Shared library** at the bottom-left corner of your screen.
3. Click on **View** to view your **Audiences**.
4. Choose **+ New audience** and select **Custom combination**.
5. Name your new combination and write an optional description. For example, Shopping cart abandoners.
6. Under **Users included or interested in...** choose **each of these audiences (AND)** from the drop-down menu.

New custom combination

Combination name

Description   
Optional

Users included or interested in... ?

each of these audiences (AND) ▾ : select audiences

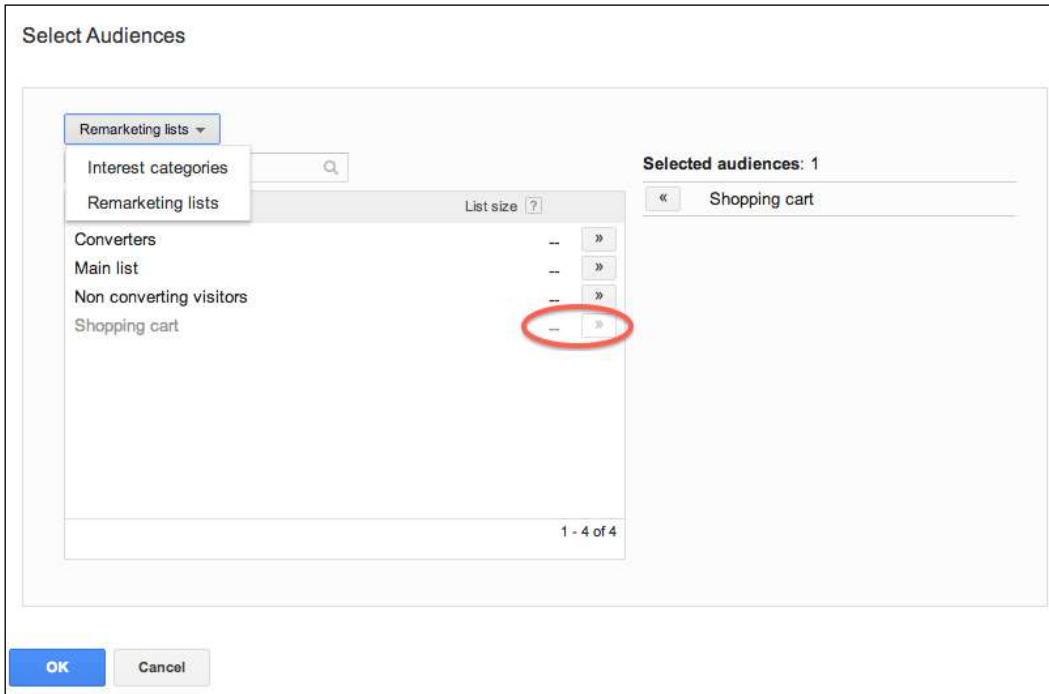
and

[Add another](#)

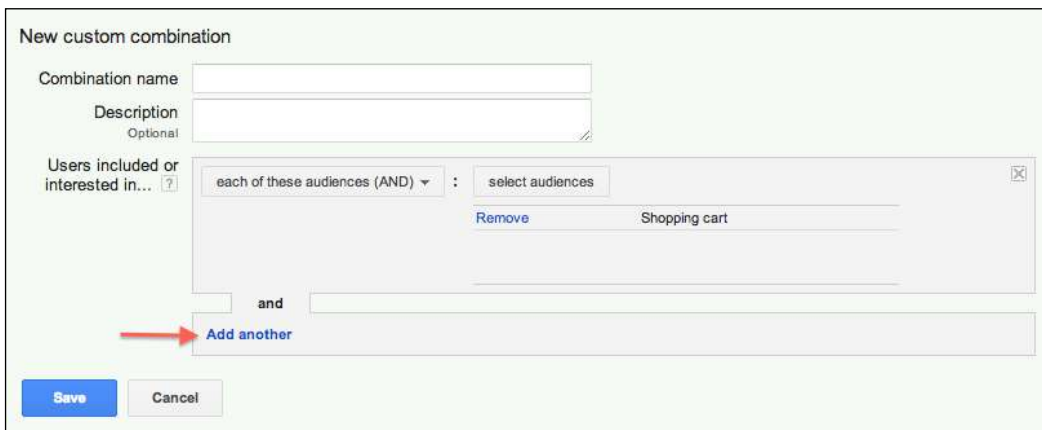
7. Click on **select audiences** and from the drop-down menu choose **Remarketing lists**.

Remarketing to Past Visitors

- Click on the arrow to select the **Shopping cart** list or another list you'd like to create a combination around. Click on **OK**.



- Choose **Add another** to add another condition to **Users included or interested in....**



10. Select **none of these audiences**, proceed to **select audiences**, and switch to **Remarketing lists**. Then, select **Converters** or however you named your list of users who completed a purchase. Click on **OK**.
11. Now you have your custom combination with anyone that's visited your shopping cart but did not convert.

**New custom combination**

Combination name: Shopping cart abandoners

Description: Visitors who added an item to the cart but did not convert

Users included or interested in... ?

each of these audiences (AND) : select audiences [X]

Remove Shopping cart

and

none of these audiences : select audiences [X]

Remove Converters

and

Add another

Save Cancel

12. Click on **Save**.

## How it works...

Custom combinations allow you to create rules to include, exclude, or combine different audiences. You can use the following combinations:

- ▶ Any of the audiences (OR)
- ▶ Each of these audiences (AND)
- ▶ None of these audiences

Using the above parameters, you can choose to create a custom combination to show ads to users who visited the shopping cart but did not convert, for example.

## See also

- ▶ The *Generating the remarketing code* recipe
- ▶ The *Creating remarketing audiences in AdWords* recipe

## Setting up a remarketing campaign

In order to show remarketing ads, you'll need to set up a separate campaign in AdWords. This campaign should target the Google Display network (rather than Google Search) and will not require keywords, but should be built around audiences you'll add to individual ad groups.

### Getting ready

Before setting up a remarketing campaign, you'll need to:

- ▶ Add the remarketing code to your website
- ▶ Create remarketing audiences for visitors you'd like to target

### How to do it...

To create a remarketing campaign, follow these steps:

1. Click on the **Campaigns** tab.
2. Click on **+ New campaign** to create a new campaign.
3. Choose **Display Network only**.
4. Name your campaign and pick your locations and languages.
5. Under **Bidding and budget** in your campaign settings page, **choose I'll manually set my bids for clicks** and enter your budget.
6. Click on **Save and continue**.
7. Next, create your first ad group. Your remarketing campaign should have separate ad groups for your different remarketing audiences. For example, your campaign could have the following remarketing ad groups:
  - ❑ **Ad group #1:** All visitors
  - ❑ **Ad group #2:** All visitors except for those who converted
  - ❑ **Ad group #3:** All shopping cart abandoners
  - ❑ **Ad group #4:** Specific product or category shopping cart abandoners (for example, Levi's 501 jeans shopping cart abandoners)
8. Name each ad group after the remarketing audience you'll target. This will allow you to prioritize bids and evaluate performance based on each remarketing segment.
9. Set a **Default bid**, keeping in mind that the higher your bid, the greater the likelihood that your ads will show.
10. Under **Choose how to target ads**, select **Interests & Remarketing**.

11. From the **Remarketing lists** section, choose the audience you wish to target. Do not add multiple lists into one ad group.

### Create ad group

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

Ad Group name

Default bid  \$

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

**Interests & Remarketing**

Interest categories  **Remarketing lists**  Custom combinations

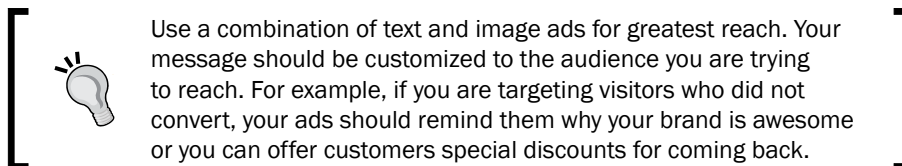
Search by list name

Selected audiences: 1

Remarketing lists: 4	List size	
Converters	2	<input type="button" value="»"/>
Main list	–	<input type="button" value="»"/>
Non converting visitors	–	<input type="button" value="»"/>
Shopping cart	–	<input type="button" value="»"/>

« Non converting visitors

12. Click **Save and continue**.
13. Write a text ad on the next step. You can also add image or video ads, or build an ad using Google's Display ad builder.



14. Create additional ad groups for other remarketing lists you wish to target.

## How it works...

Remarketing allows you to show ads to users who previously visited your website after they leave and go on to browse other websites on the web. After adding a piece of remarketing code to your website, you can create custom lists to target specific segments of visitors and deliver them customized messages.

The costs are the same as for other AdWords campaigns. You only pay when someone clicks on your remarketing ads or sees them (depending on if you're using CPC or CPM bidding methods) and you set your own bids and budgets.

## There's more...

After you set up remarketing, continue to test and experiment with audiences and campaign settings while keeping a close eye on results. As you tailor the campaign to your many unique audience segments, you can make powerful connections with your customers and improve your ROI.

## See also

- ▶ The *Generating the remarketing code* recipe
- ▶ The *Creating remarketing audiences in AdWords* recipe

## Setting remarketing bids

You'll need to bid competitively on your remarketing ad groups in order for your ads to show on Google's Display network. You'll be competing against all of the other advertisers who are running remarketing campaigns as well as against other ads targeting the Display network. Keep in mind the purchase cycle and your different remarketing audiences as you decide how much to bid on each segment.

## Getting ready

You'll need to create a remarketing campaign and multiple ad groups for your different audiences. Creating separate ad groups for each remarketing audience will allow you to better segment and bid separately based on priority.

## How to do it...

1. First decide if you'd like to use Max **Cost-Per-Click (CPC)** or **Cost Per 1000 Impressions (CPM)** bids. I recommend going with CPC bids if you are direct response focused. You can choose and adjust your bidding strategy at the campaign level in your remarketing campaign setting page.

Bidding and budget

Bidding option [?](#)

- Focus on **clicks** - use maximum CPC bids
- I'll manually set my bids for clicks
- AdWords will set my bids to help maximize clicks within my target budget

Enhanced CPC [?](#)

- Use my conversion tracking data and bids to optimize for conversions  
Enhanced CPC will dynamically adjust your Max. CPC bid up or down for each auction in an effort to acquire more conversions while maintaining your current CPA. As a result, a given click could cost up to 30% more than your bid.
- Focus on **conversions** (Conversion Optimizer) - use CPA bids  
Unavailable because this campaign doesn't have enough conversion data.
- Focus on **impressions** - use maximum CPM bids

[Save](#) [Cancel](#)

2. Once you have chosen your bidding strategy at the campaign level, you'll set actual bids at the ad group level. Start with a higher initial bid to be competitive in the ad auction.
3. Set different bids for individual ad groups with your different remarketing audiences. Your bids should be lower for lower funnel audiences (such as `All Visitors`) and higher for audiences further along the conversion cycle (such as `Shopping cart abandoners`). Here is an example of how you might want to set your initial bids based on the different remarketing segments:

Remarketing Ad Group	Max CPC
All visitors	\$2
All visitors except for those who converted	\$2.1
All shopping cart abandoners	\$2.2
iPhone 5 shopping cart abandoners	\$2.3

4. Monitor impressions, clicks, and conversions, and adjust based on results. If you are not getting enough impressions and clicks, try increasing your Max CPCs. If your ad groups are getting a large number of clicks without any conversions, lower Max CPCs.

## How it works...

The following bidding strategies are available for remarketing campaigns:

- ▶ **Max CPC:** The maximum amount you are willing to pay for each click. Your Max CPC affects your ad rank on Google's Display network. Increasing Max CPC increases your ad rank and improves your chances of ads appearing.
- ▶ **Max CPM:** The maximum amount you are willing to pay for 1,000 impressions. You pay for impressions, rather than clicks. CPA bidding is most appropriate for advertisers focused on branding.
- ▶ **CPA:** specify a Target or a Maximum CPA bid and Google's Conversion Optimizer will help you maximize conversions within your targets based on historical information. Your remarketing campaign will need to have received at least 15 conversions in the last 30 days to be eligible.

## See also

- ▶ The *Creating remarketing audiences in AdWords* recipe
- ▶ The *Setting up a remarketing campaign* recipe

## Setting frequency caps to limit how often ads show

Many advertisers considering remarketing campaigns are concerned about inundating their visitors. In fact, you could alienate your customers by spamming them with ads that constantly follow them around. To protect your brand, you can set frequency caps in AdWords, which by default Google does not enable in your campaigns. However, it's easy to set this up and it can make the difference between a highly effective remarketing ad and a customer never purchasing from you again.

## Getting ready

Decide how often you'd like your ads to show to past visitors. Advertisers differ on how often they like to show their ads to past visitors, and I recommend testing different frequency caps to find what produces the best results. There is no right or wrong impression cap limit, and you'll want to test to figure out what's most effective for you. I recommend starting with 3 to 5 impressions per day and adjusting from there.

You can limit impressions by the following criteria:

- ▶ Campaign
- ▶ Ad group
- ▶ Ad



I like to set my impressions caps per campaign to ensure all ads within a remarketing campaign show only a predefined number of impressions. However, your strategy will differ based on your goals, and I recommend you experiment with different settings.



Keep in mind that just because an impression was served, that does not mean that someone actually saw your ad. The ad could have appeared below the fold, or the person simply may not have noticed it while browsing the Google Display network.

### How to do it...

To set impressions caps in your remarketing campaign, follow these steps:

1. Click on the **Campaigns** tab.
2. Click on your remarketing campaign and go to **Settings**.
3. Scroll down to **Advanced Settings** and click to expand the section **Ad delivery: Ad rotation, frequency capping**.
4. Click on the **Edit** option under **Frequency capping**.
5. Set your desired impression cap and choose if you'd like to limit impressions per day, per week, or per month. Also choose if you'd like to limit impressions for the entire campaign, an ad group, or per ad.

Frequency capping ?

No cap on impressions

5 impressions per day for this campaign

6. Click on **Save**.

### How it works...

Frequency capping in AdWords limits the number of times your ads show to each user on the Google Display network over a given time period. By limiting how often ads show to the same person, you can protect your brand and ensure remarketing ads are not spamming your customers.

You can set impression caps per day, per week, or per month. You can also cap impressions by campaign, ad group, or an ad.

## See also

- ▶ The *Setting up a remarketing campaign* recipe

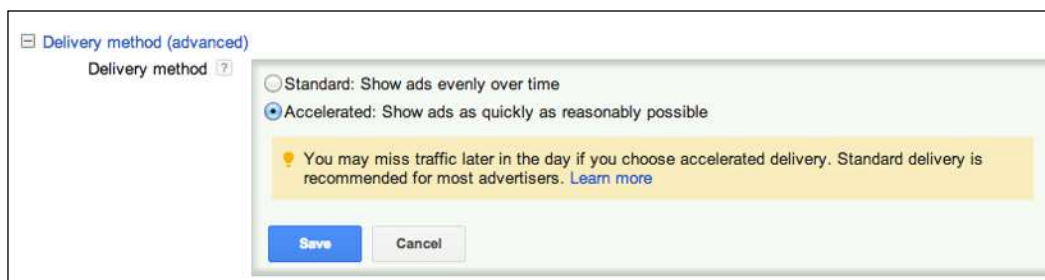
## Increasing traffic to your remarketing campaign

If your remarketing campaign is not getting enough impressions and clicks, you can make some changes to increase reach and ensure your ads are showing as much as possible. Since with remarketing you are reaching users who already showed interest in your website, your settings can be less restrictive while still reaching an extremely targeted set of visitors.

### How to do it...

To ensure maximum visibility, try making some of the following changes:

- ▶ **Budget:** Is your remarketing campaign consistently reaching or is close to reaching its daily budget? Try increasing it to get more impressions and clicks.
- ▶ **Bids:** Increase bids to be more competitive in the ad auction against other advertisers.
- ▶ **Location and language targeting:** Relax your location and language targeting settings.
- ▶ **Frequency capping:** Try increasing impression caps (if you have frequency capping enabled) to increase impressions or how often ads show to each user.
- ▶ **Ad scheduling:** Review ad scheduling to make sure ads show all days and hours and you are not restricting your remarketing campaign too much.
- ▶ **Remarketing audiences:** Consider creating new remarketing audiences to capture additional visitors.
- ▶ **Delivery method:** Set your campaign's ad delivery method to Accelerated, so ads show as soon as possible.



## How it works...

By relaxing your remarketing campaign settings and increasing budgets and bids, you can help increase overall impressions and clicks. Make sure to monitor conversions to ensure any additional traffic results in positive ROI.

## See also

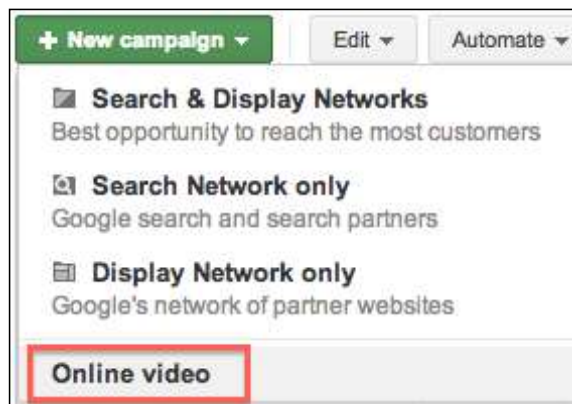
- ▶ The *Setting frequency caps to limit how often ads show* recipe

## Remarketing to YouTube viewers

AdWords remarketing now allows you to reach viewers who interacted with your YouTube videos, helping you strengthen your brand and relationship with your YouTube audience. By showing tailored ads to viewers who chose to interact with your videos or your YouTube channel, you can increase ROI with custom ads unique to YouTube interactions.

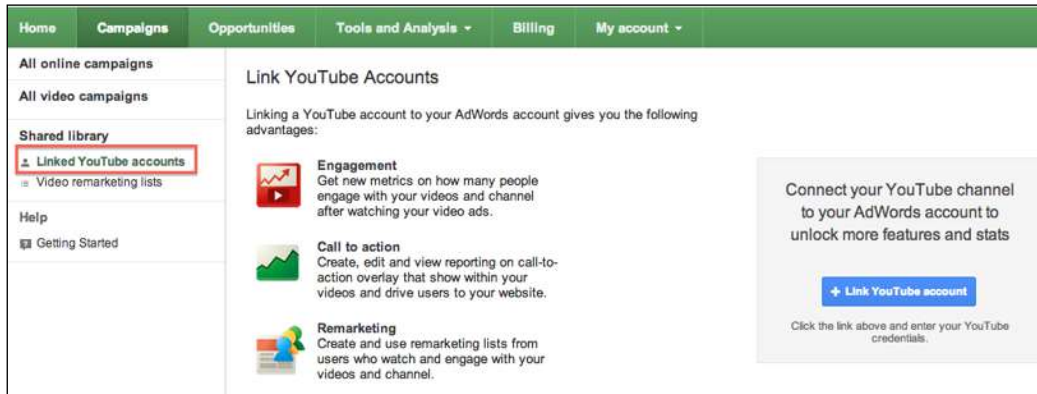
## Getting ready

To get started, you'll need to link your AdWords and YouTube accounts first, if you have not already. To link your YouTube account to AdWords, choose to create a new online video campaign in your AdWords account.



## Remarketing to Past Visitors

After you choose this new campaign type, you'll see an option to link your YouTube account to AdWords. You'll need to enter your YouTube credentials using the e-mail address and password on the account that owns your YouTube channel.

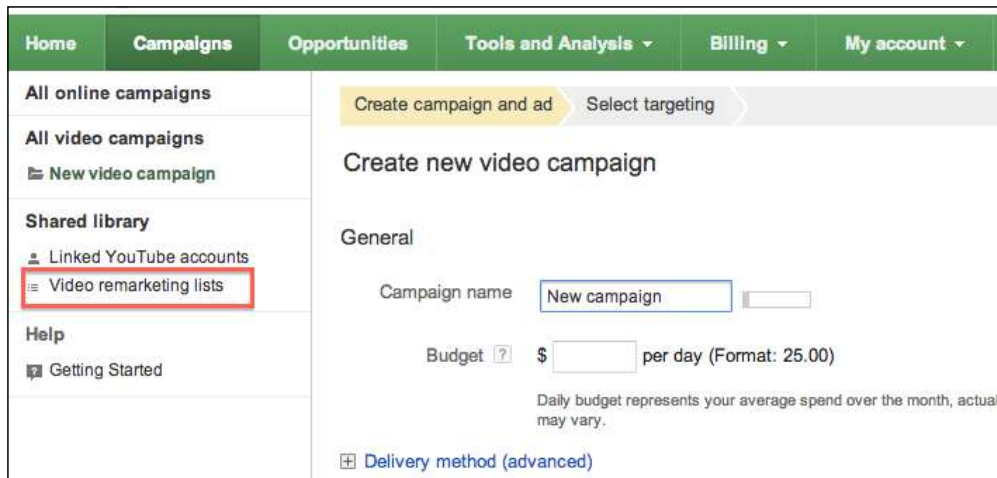


Once you sign in, you'll be automatically redirected to AdWords, and you should see your channel linked to your AdWords account.

## How to do it...

Once your YouTube and AdWords accounts are linked, you'll need to access your video remarketing lists.

1. Sign in to your AdWords account.
2. Click on **All video campaigns** at the bottom left of your campaign management page.
3. Access the **Video remarketing lists** under the **Shared library** section.



- Click to create a new remarketing list and choose from one of the already defined audiences, which AdWords automatically populates for you.

**Create a remarketing list** [X]

List type [?]  Viewed any video from a channel  
 Visited a channel page  
 Viewed any video (as an ad) from a channel  
 Liked any video from a channel  
 Disliked any video from a channel  
 Commented on any video from a channel  
 Shared any video from a channel  
 Subscribed to a channel  
 Unsubscribed from a channel  
 Viewed certain video(s)  
 Viewed certain video(s) as ad(s)  
 Liked certain video(s)  
 Disliked certain video(s)  
 Commented on certain video(s)  
 Shared certain video(s)

This list will be eligible to run when it contains 100 users.

**Create list** **Cancel**

- After choosing your list type, click on **Create list** and fill in the list name, membership duration, and any other necessary parameters.
- Once you've decided who you'd like to remarket to and have created your audiences, set up a new remarketing campaign, adding the YouTube audiences you just created as your targets. Make sure to customize ad messaging for the audience you are reaching and include relevant offers and calls-to-action.

### How it works...

YouTube remarketing helps you reach viewers based on their past interactions with your videos and your YouTube channel. With YouTube remarketing you can automatically create remarketing user lists without adding any additional pixels to your website. You can choose to remarket to users who watched or liked specific videos, and subscribed or unsubscribed from your channel. You can even create custom audiences and combinations to further subdivide who sees what message. For example, you can remarket to anyone that's viewed a video but did not yet convert through your site.