

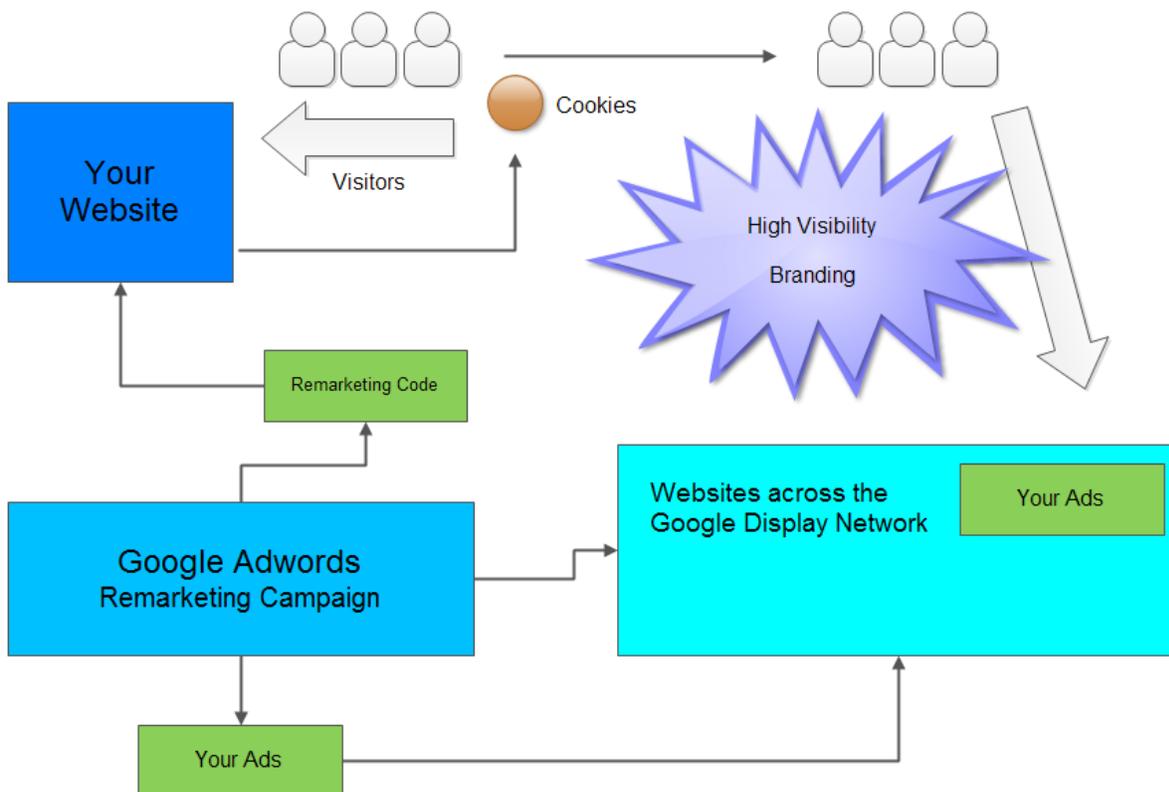
# Google AdWords Remarketing

AdWords remarketing is not only great for driving visitors back to your website to convert but is also great at improving your branding which in effect increases conversion and customer retention.

## What is Google AdWords Remarketing?

Remarketing (also known as retargeting) is an advertising method introduced by Google that allows you to serve tailored advertisements to people who have visited your site. This method gives your prospects another chance to buy a product they have shown some interest in – even after leaving your website.

Google AdWords Remarketing has been likened to an email marketing list because in essence they both target warm traffic, as opposed to cold traffic. In list marketing, the marketer sends emails to subscribers, or people who have interest by subscribing to the mailing list. In Remarketing, advertisements are displayed to an “audience” that has displayed interest by visiting your website.





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## Why Engage in AdWords Remarketing?

With remarketing, you can tailor your ads based on your visitors' behavior determined by the pages they visited. For example, people who abandoned the shopping cart can be grouped into one list of 'audience'. Visitors who viewed a product page but did not buy can also be classified into one group. Visitors who bought your product may be tagged as buyers, giving you an opportunity to serve them complementary products or additional services that are related to their purchase. And for those who haven't completed a conversion, you can ignite their interest through banner ads displayed to them and make them come back to your website to complete the conversion.

With Google AdWords Remarketing, you can target prospects in the Google Display Network, a group of over two million websites that display ads.

### High Visibility

Your ads will be all over the place. You will look like a big advertiser, an established company, to your web visitors.

### Branding & Recall

Your positive ad messages will long be identified with you and will also help people remember your brand easily.

### Cost-efficient

You only get charged for clicks, while you could virtually get thousands or millions of impressions (free branding).

### Free traffic

Due to high visibility, branding and recall, those who saw your remarketing ads may just as well type your URL directly, or Google your brand name, which avoids the cost that will incur when someone clicks on your ads.



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## How Big is the Google Display Network?

Google Display Network (GDN) is the world's largest display advertising network, which includes Google properties YouTube, Blogger, Gmail, and 2 million other websites like USA Today and New York Times (comScore)

*The Google Display Network serves 180 billion impressions each month or about 6 billion a day impressions. (comScore)*

*Google display network reaches 90% of global Internet users. (Google Benchmarks and Insights)*

*According to Google: "99% of our top 1,000 clients are now running campaigns on the Google Display Network and YouTube."  
(Google Benchmarks and Insights)*

*The average click-through rate of an ad on the Google Display Network is 0.4% -- four times as high as the average banner ad in the US and almost ten times as high as a Facebook ad.  
(WordStream)*

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## Branding Benefits

### The Effect of Impressions in the Subconscious Mind of your Viewers

While banner ad impressions do not necessarily translate to clicks, a study made by the International Journal of Electronic Commerce in 2012 says:

**"[the] ad was unconsciously processed and did influence attitudes toward the brand... that even if a user does not consciously notice a banner ad, the user's attitude toward the brand is influenced."** — International Journal of Electronic Commerce



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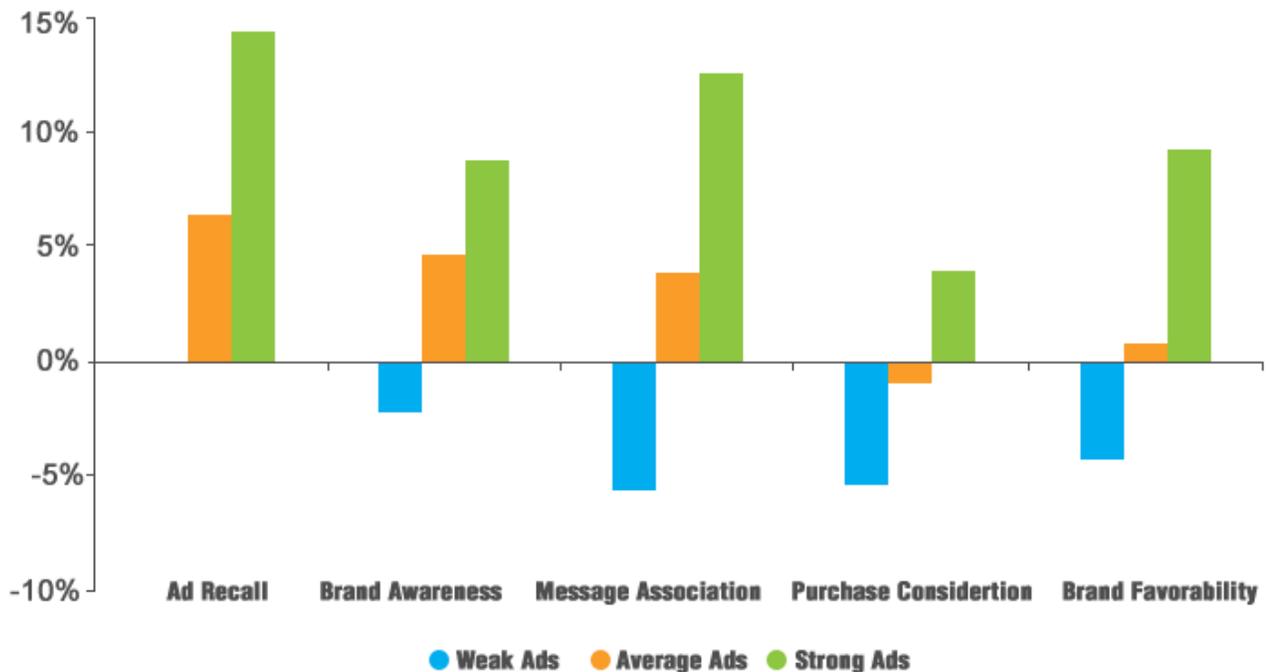


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In a study by Nielsen, they examined how exposure to Internet ad campaigns influenced brand measures such as ad recall and likeability, and whether the consumer said they were more likely to purchase the product after viewing the ad. The analysis showed that online ads do, on average, succeed in influencing brand engagement and opinion, particularly for ad recall and message association. However, the degree of positive brand impact largely depends on the strength of the ad itself.

## Average Online Brand Effect Results





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## How AdWords Remarketing Works?

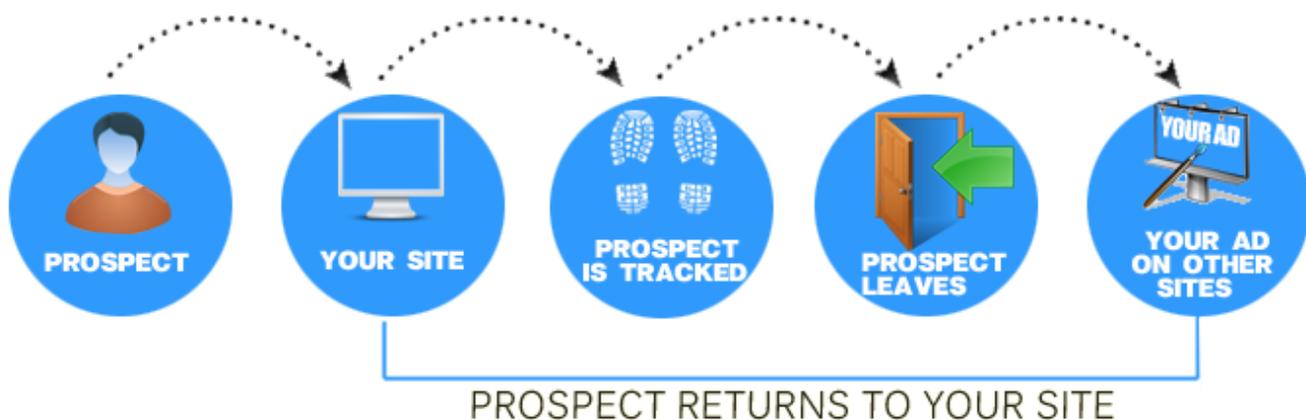
Remarketing works by targeting people who have been to your website. A remarketing tag, which is a snippet of code, is installed in all pages of your website.

Through the remarketing code, a cookie is dropped on the user's browser whenever the user visits any page of your website. We create lists using rules based on pages or sections of your site that people visit. Categorizing visitors by creating more refined lists allows for better tailoring of yours ads and setting bids to optimize performance.

When the user leaves your website and visits other websites within the Google Display Network, the cookie alerts Google AdWords and will then display the tailored banner ad to the visitor.

### The AdWords Remarketing Process:

1. Sitewide Installation of Remarketing Code
2. User Visits Pages in your Website
3. Code Drops Cookie to User's Browser
4. User Visits a Site Within the Display Network
5. Cookie Alerts AdWords
6. AdWords Displays Tailored Ad to User



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## What Are Your Competitors Doing?



*Businesses make an average of \$2 in revenue for every \$1 they spend on AdWords*

*(Google Economic Impact Report)*

- The finance and insurance industry spent \$4 billion on AdWords in 2011 (Search Engine Watch)
- Amazon spent an estimated \$55.2 million on AdWords advertising in 2011 (WordStream)
- Yankee Candle Company said remarketing allowed it to increase conversion rates by 600% while cutting cost per conversion in half. (AdWords Blog)
- Lenovo PC reported a 20% increase in sales and a 14% drop in overall expense-to-revenue ratio in a campaign that included remarketing and display across multiple networks. (AdWords Blog)
- Online towing parts retailer etrailer.com said remarketing doubled their click-through-rates and brought down their cost-per-click by 75% compared to their typical display advertising campaigns. (AdWords Blog)

With an average ROI this good, and with big brands like Amazon leading the way, you can expect your toughest competitors follow suite and focus their online efforts on Google AdWords PPC Search and Remarketing in general.

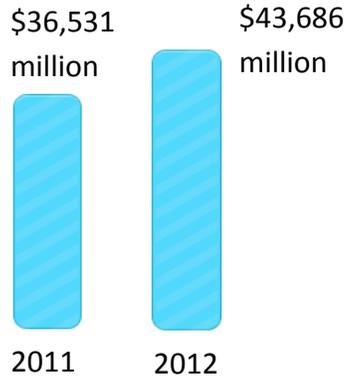


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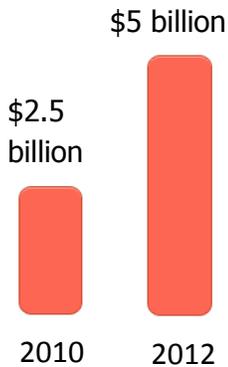
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## The Future

*Google's total advertising revenues rose from \$36,531 million in 2011 to \$43,686 million in 2012 (Google)*

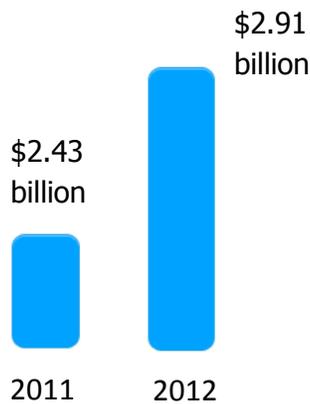


*Google and its network of partner sites are seeing a growth in advertising revenues. At the same time, the average cost per click is going down, bringing more good news to business owners who are advertising their site on Google and its network. With cheaper costs, pay per click in general is likely to grow more in the future, doubling the \$2.5 billion posted in 2010 (Ad Age)*



*Display revenue, including network ads and YouTube, became \$5 billion annualized business in 2012, doubling the \$2.5 billion posted in 2010 (Ad Age)*

*Google's partner sites generated \$2.91 billion in revenues in the first quarter of 2012, up by 20% from \$2.43 billion in Q1 2011 (Search Engine Watch)*



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## Why Choose Us?

Choosing us will enable you to forget about the steep learning curve you and your staff will face when you learn about remarketing. We deeply know PPC advertising, especially remarketing, so we can take care of it for you. You do not need to stress yourself out with having to study highly technical skills needed to run a PPC campaign successfully. You can focus on building and running your business while we do the job of increasing your leads and customers through remarketing. We want prospects to go back to your site and this time, buy your products and services.

We know your niche and your category that's why we can quickly propose a remarketing strategy. That doesn't mean we don't need your help. We will conduct an in-depth consultation with you to further understand your business and what you wish to accomplish with retargeting.

## In-Depth Consultation

We can quickly move in and propose a remarketing campaign for your website. But no one knows your business and your customers better than you do. We want your input so we'll better understand your business, your objectives, your product or service, your target market, and their online behavior.

This in-depth consultation will enable us to properly assess the situation and start our methodology, as you see below:



- Needs Assessment
- Research
- Strategy and Planning
- Implementation
- Conversion Tracking
- Measurement, Feedback, & Analysis
- Continuous Testing



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## Summary of What We Do

### Account Setup

For starters, we will set up your Remarketing account with Google AdWords. We can also create and install the remarketing tag code, as well as set the pages that will be triggers to retarget users.

### Remarketing List Creation

The secret to retargeting is clustering your prospects into the right list or audience. A remarketing list is a collection of cookies from people who visited a website. This is the list you'd target your ads to that is based on the defined pages that they visited. Creating the list is one of the most important steps in setting up a remarketing campaign.

### Banner Text Creation, Alignment (For Approval)

Remarketing banner ads will be created to reflect your branding and key messages to effect brand recall to maximize impressions and/or with a call to action to influence high click through rates. Your banner ads will be aligned to your existing landing pages for high coherence and relevancy to promote higher conversion rates.

### Testing of Banner Ads, Landing Pages

With split testing, two or more ads are tested side by side to determine which performs better at a specific metric, allowing us to make improvements as necessary. Testing banner ads allows you to be aware of what works and what doesn't on your PPC campaign. We also test landing pages to see what converts visitors to customers at a higher rate.

### Conversion Tracking

We setup conversion tracking with Google Analytics.

### Budget Management

We setup your desired budget and make sure that we make the best out of it and that you do not go over budget spend for the month.

### Existing Customer Targeting

With list targeting rule, you may target existing customers visiting your website with remarketing banner ads with messaging aimed at retaining them.



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## WHAT IS THE NEXT STEP?

ENGAGE OUR SERVICES AND RECEIVE THE FOLLOWING:



SEND US AN EMAIL  
OR GIVE US A CALL  
TO SCHEDULE AN  
APPOINTMENT

CLICK HERE



### ONE

Strategy and tactics based on extensive research and analysis on AdWords Remarketing.

### TWO

In-depth consultation with you to tailor-fit your campaign to your marketing goals.

### THREE

Be on a par with savvy business owners who whose ads are displayed to the right prospects and on the world's biggest display advertising network.

### FOUR

Don't lose out on your competition. Let the wheels turn now for more visibility, traffic, potential leads and sales and returns on investment.



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