



Seven-Minute Setup Guide: Remarketing in AdWords

A customer comes to your site, looks around, but doesn't purchase. Instead of leaving a return visit to chance, bring that customer back to your site with remarketing.

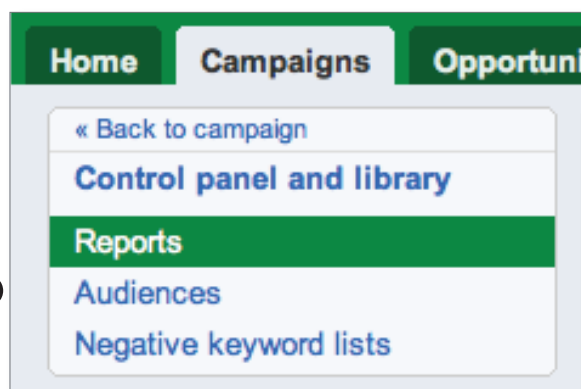
By showing your ads to customers who have already visited your site, you can drive more sales and boost ROI. No matter your marketing goals, you can create specific ads to remind customers that you have exactly what they're looking for.

Setting up a remarketing campaign is easy.

Make sure you or someone nearby can access your site's code, and you'll be done in about seven minutes.

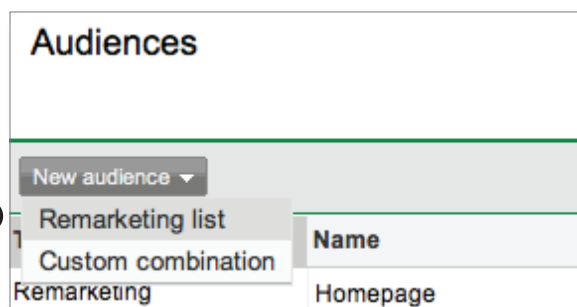
Before you begin, decide who you want to show your ads to. For your first remarketing campaign, we recommend starting with everyone who viewed your homepage. From there, you can get more specific with your targeting. For example, you can easily exclude people who've already purchased, or show them different ads, say, for a rewards program or a discount off of their second purchase. Get ideas for the different lists you might create in the List Strategies section of the AdWords Help Center at <http://goo.gl/e507i>.

Let's get started!



Here's how to set up a remarketing list:

- 1 Find Audiences Tab**
Sign in to your AdWords account and click the **Campaigns** tab. Then click the **Control Panel & Library** link in the left navigation bar and select **Audiences**.



- 2 Select Remarketing List**
Click the **New audience** drop-down menu and select **Remarketing list**.

Audiences

Important

Please review the [Remarketing program policy](#) to learn more about what you need to know about sensitive categories of sites cannot use this feature.

New remarketing list

3 Remarketing list name

Description

Optional

Membership duration days

Tags Create new remarketing tag

Select from existing tags

Save **Cancel**

3 **Describe List**

Enter a descriptive **Remarketing list name** (for example, "homepage visitors"), optional **Description**, and Membership duration (we recommend starting with the default of 30 days).

4 **Tags** Create new remarketing tag

Select from existing tags

Add the remarketing code to all your pages visited by users whom you'd like to add to this list.

4 **Create Remarketing Tag**

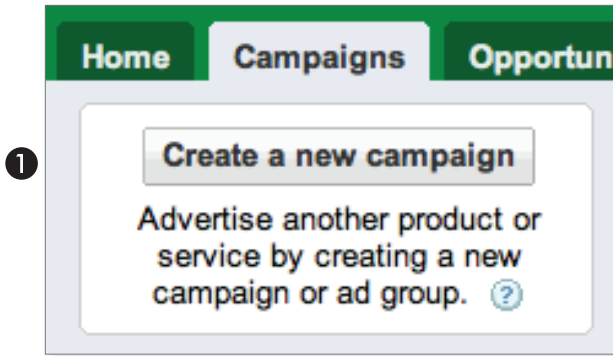
In the **Tags** section, select **Create new remarketing tag** if you want to add a new tag to your site. You can also use an existing tag. For example, if you have conversion tracking installed, you could use your conversion tag to create a custom combination for people who visited your site, excluding those who have already made a purchase. When you're done, click **Save**.

Remarketing code

Add the remarketing code to all your pages visited by users whom you'd like to add to this list. [Insertion tips](#)

5 Page security level

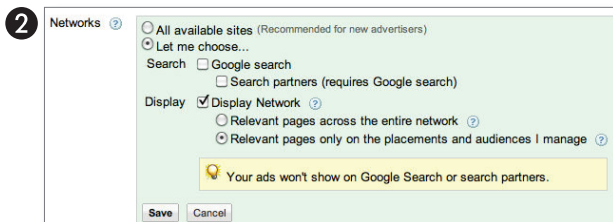
```
<!-- Google Code for sample Remarketing List -->
<script type="text/javascript">
/*  */
var google_conversion_id = 1038534760;
var google_conversion_language = "en";
var google_conversion_format = "3";
var google_conversion_color = "666666";
var google_conversion_label = "3nqcCOBTzgEQ6JCb7wMM";
var google_conversion_value = 0;
/* ]]&gt; */
&lt;/script&gt;</pre>
<p><b>Done</b></p>
</div>
<div data-bbox="543 546 901 792" data-label="Text">
<p>5 <b>Copy and Paste Tag</b></p>
<p>Next, click [tag] under "Tags/Rules." From the <b>Page security level</b> drop-down menu, select HTTP or HTTPS, depending on the security level of your page. Copy the code and paste it into applicable pages on your site, between the &lt;body&gt; tags, closer to the &lt;/body&gt; tag. For example, place this tag into the code for your homepage if you want to show remarketing ads to anyone who visited your homepage. For more information on how to paste the code, check the AdWords Conversion Tracking Setup Guide, which includes a section on how to add a tag to a website.</p>
</div>
<div data-bbox="81 846 867 926" data-label="Text">
<p>And just like that, you've created your first remarketing list! The only thing left to do is to target ads to this list by adding your list to a campaign. You might want to create a new campaign just for remarketing so you can easily manage your remarketing budget separately.</p>
</div>
```



Here's how to add your remarketing list to a new campaign:

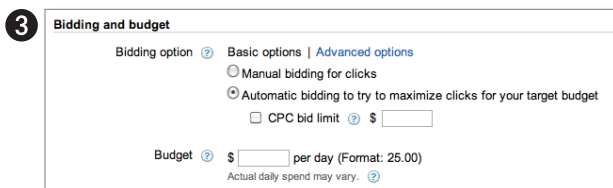
1 Select New Campaign

Go to the **Campaigns** tab of your account and select "New campaign."



2 Edit Campaign Settings

Fill in a descriptive campaign name (for example, "Remarketing") and select your location and language. In the **Networks** section, select "Let me choose." Deselect the Google search check box to ensure your ads will only appear on the Google Display Network. Under Display, select, "Relevant pages only on the placements and audiences I manage." Under the **Devices** section, choose the default "All available devices" for maximum exposure.



3 Set Bids and Budget

Scroll to the **Bidding** section. You can choose to bid manually or automatically. We suggest automatic bidding, where Google will automatically adjust your bids to get the most clicks possible from your budget. You can set a max CPC to control the cost of individual clicks. Remember that with remarketing, you're reaching people already interested in your product or service, so it makes sense to set a slightly higher maximum bid than you'd set for other Display Network campaigns. When you're done, enter your daily remarketing budget in the **Budget** section.

4 Save Your Settings

Scroll to the bottom of the page and hit **Save and Continue**.

You're almost ready to turn your campaign on. The final step is to create custom ads to show to the people who visited your site.

5 Create ad group

Name this ad group
 An ad group contains one or more ads and a set of related keywords. For best results

Ad group name:

Create an ad
 Text ad Image ad Display ad builder Video or audio ad WA

To get started, just write your first ad below. Remember, you can always create more

Headline

Description line 1

Description line 2

Display URL

Destination URL

5 Create a New Ad Group

After you've saved your campaign settings, you'll be prompted to create a new ad group, just as you would for a Display Network campaign.

You can use both text and display ads with remarketing, and it's a good practice to have both types of ads to ensure that you reach a larger number of users. Remember that with remarketing, you're reaching people who have showed an interest in your product or service, so you might want to include a special offer in your ad to encourage return visits. Later, if you choose to tag individual pages on your site, you can create customized messages based on the pages your visitors viewed. For example, if someone browsed your page displaying your underwater camera models, you can show them an ad specific to underwater cameras. And don't forget that you can create free custom display ads quickly and easily using Display Ad Builder.

6 Save Ad Group

Leave the Keywords and Placement sections blank, then hit **Save ad group**.

7 Add audiences
 Select audiences to reach people based on their interests. Learn about [audience strategies](#).

Add audiences from these lists (1)

Remarketing lists	Lists	Global users
Custom combinations	Homepage	-- add

7 Add Remarketing List

Almost there. The last step is to add your remarketing list to this ad group. Click the **Audiences** tab, then **Add audiences**. Select **Remarketing lists**, then pick the remarketing list you just created (in our example, "homepage visitors"). Click **Save**.

And you're done! Your ads are now eligible to be shown to users who have previously visited your site.

For more help and tips on how to optimize your campaign, check out the Interest-Based Advertising section of our AdWords Help Center at <http://goo.gl/T8ROR>.

