

How to Create Remarketing Campaigns in Google AdWords

By **Brian Lonsdale** - December 14, 2015



Google AdWords is one of the most popular marketing tools out there. Twitter and Facebook recently implemented their own capabilities, but few know Google AdWords was the first to offer self-serve remarketing services.

So, In this post, we'll go through the process of creating a remarketing campaign in AdWords step-by-step.

What is Remarketing?

Remarketing, or retargeting, allows you to tailor your ad experience to returning visitors. You can further specify your ad's audience by creating conditions, or 'Rules', by which users are targeted. Using retargeting makes it possible to create a feeling of familiarity and promote special offers with an audience's personal tastes and needs in mind.

To run a successful remarketing campaign you must first create a list, then define how users will be added. To do this you must examine how you want your users to be sorted: for example, do you want to target every person who has ever visited your website, or only those who have made a purchase and have triggered the 'thank you' page? This decision will be unique to your business and the goals you want your ad campaign to achieve: there is no one-size-fits-all ideal way to select a retargeted audience.

When creating a retargeting campaign it is vital to bear in mind that some information about your viewers is not allowed to be included in remarketing efforts. Personal and sensitive information such as sexual orientation or behaviour, political views and ethnic background are all prohibited to be included in retargeting campaigns as specified by Google. It is also not allowed to assume information about a user's interest or participation in age-restricted activities such as gambling or adult dating by analysing their browsing habits.

+ AD -		Edit	Automate	More actions...	Labels													
	Ad	Status	Labels	% Served	Campaign Type	Campaign sub-type	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conversions	Cost / conv.	Conv. rate	All conv.	View-through Conv.	
<input type="checkbox"/>	 200-X-200-Small-Square.png 200 x 200 View full-sized image ad	Approved	--	3.21%	Display Network only	Drive action	1	11	9.09%	£0.31	£0.31	1.0	1.00	£0.31	100.00%	1.00	0	
<input type="checkbox"/>	 336-x-280-Large-rectangle.png 336 x 280 View full-sized image ad	Approved	--	5.83%	Display Network only	Drive action	1	20	5.00%	£2.96	£2.96	1.0	1.00	£2.96	100.00%	1.00	0	
<input type="checkbox"/>	 120-x-600-Skyscraper.png 120 x 600 View full-sized image ad	Approved	--	0.87%	Display Network only	Drive action	0	3	0.00%	£0.00	£0.00	1.0	0.00	£0.00	0.00%	0.00	0	

Do not create your campaigns to target these users specifically because of their personal circumstances, as you will face account suspension and ad disapproval.

Bearing this in mind, if you have queries about your audience's suitability for retargeting, please consult Google's advertising policy for more information.

Create Your Own Remarketing Campaign

Now that you have the background needed to create a well thought-out ad campaign, the step-by-step process for creating a remarketing list in Google AdWords:

1. Sign in to AdWords. Choose 'Shared Library' in the left panel, then 'View' in the 'Audiences' section.
2. Click to add a Remarketing List.
3. Name your list (e.g. Returning Visitors).
4. At this stage you can choose which visitors to target. In the 'Who to Add to Your List' drop down menu, select 'Rules' and add the criteria you want to apply to your target market. A dialogue will appear where you can specify the conditions your web page needs to match. Visitors will only be targeted after they visit your website, you cannot add them manually.
5. You also need to decide how long a user will remain targeted by your campaign, using "Membership Duration". 30 days is ideal for a small to medium-sized site. The ideal length of time is not so long that people forget about what you offer, but bear in mind Google AdWords caps membership duration at 540 days for Display Network ads. If you set a duration longer than the maximum length allowed, membership will be cancelled after 540 days. After you have set your ideal duration, click 'Save'.

Type	Open / Closed	Membership duration
Remarketing	Open	60 days

6. Go back to the 'Audiences' page and find your unique remarketing tag. Remember not to use any personal or

sensitive information in your remarketing tag as it will be on display for viewers to see.

Now, copy and paste this tag into your site's source code. When you have done this, visitors who qualify for your lists will be added automatically.

More About Rules

Rules are an extremely powerful feature of Google AdWords that let you completely customise which of your website's users are exposed to your ad campaign. Google AdWords creates default lists for you when you create your campaign, but you can create rules of your own to focus on those users that will most likely benefit from seeing your targeted ad.

For example: you manage the website of a restaurant which wants to show an ad for a theme night to those who have visited their 'Menu' page in the last two weeks. You would create a 'Theme Night' list with a membership duration of fourteen days, and add a rule to target all visitors who viewed the web page 'menu.html'. When these visitors return to the site, they will now see an ad for the restaurant's upcoming theme night.

Using Campaigns to Target Your List

After completing the steps above, your site is set up to receive retargeting information. Now it's time to set up the ad campaign these users will see.

1. Click to create a new campaign under 'Display Network Only'. Ensure you choose 'All Features' or 'Remarketing'.
2. Follow the steps to create a new campaign. You must add at least one ad group.
3. Click the "Display Network" tab in your ad group, then add a target using the dropdown menu and select 'Interests and Remarketing'.
4. Find the 'Remarketing Lists' tab and choose the list you have just created.

When you're finished. Once your campaign is populated with ads and bids, your users will start seeing your retargeted ads immediately.

We can set-up your campaign

Have any questions about [remarketing](#)? We can set-up your campaign and start generating you leads. Get in touch for more information on how to target previously interested customers.



Share to

Previous article: [Links are not created equal: How to spot and fix a bad link](#)

Next article

[Write For Us](#)



Brian Lonsdale

<https://www.smarterdigitalmarketing.co.uk>



0
Comments

Smarter Digital Marketing

1 Login ▾

♥ Recommend

🔗 Share

Sort by Best ▾



Start the discussion...

Be the first to comment.

ALSO ON SMARTER DIGITAL MARKETING

63 Tips For Starting Your Own Online Business: The Complete List

1 comment • 8 months ago

rinfo — Analyzes the situation. Before creating our strategic plan we must know the situation in which we find ourselves ...

How Does SEO Impact Digital Marketing Strategy?

2 comments • 9 months ago

Brian Lonsdale — Thanks Bruce, glad you liked the blog, however, you should remove the link back to your site in the ...

Tips Which Will Improve Your Website's Conversion Rate

2 comments • 9 months ago

Brian Lonsdale — Thanks for your comment Pikoock. I hope the blog helped strengthen your digital marketing ...

✉ Subscribe

🗨 Add Disqus to your site

🔒 Privacy

DISQUS

Find what you are looking for

Search ...

Search

Write For Us

Think you have what it takes to write for us? Get in touch with us now and get published on our blog.

GET IN TOUCH

Subscribe Now

Enter your name and email address below to subscribe to our digital marketing newsletter.

Enter your name

Enter your email address

EDITOR PICKS



Competitor Analysis: Why It's Vital For All Online Marketing Campaigns

December 16, 2015



How To Target New Customers Online Using Keywords In Your Content

December 15, 2015



63 Tips For Starting Your Own Online Business: The Complete List

June 5, 2015

POPULAR POSTS



How To Target New Customers Online Using Keywords In Your Content

December 15, 2015



A Guide To Google Penalty Recovery

February 24, 2015



How do animated videos promote your brand?

January 4, 2015

POPULAR CATEGORY

Search Engine Optimisation	17
Digital Marketing Strategy	8
Digital Marketing	6
Pay Per Click	4
Copywriting	2
Conversion Rate Optimisation	2
Social Media	1
Display Advertising & Retargeting	1



ABOUT US

Smarter Digital Marketing are a digital marketing agency based in Glasgow, Scotland.

Contact us: info@smarterdigitalmarketing.co.uk

FOLLOW US



Digital Marketing Web Design & Development

© Smarter Digital Marketing 2015 | All Rights Reserved