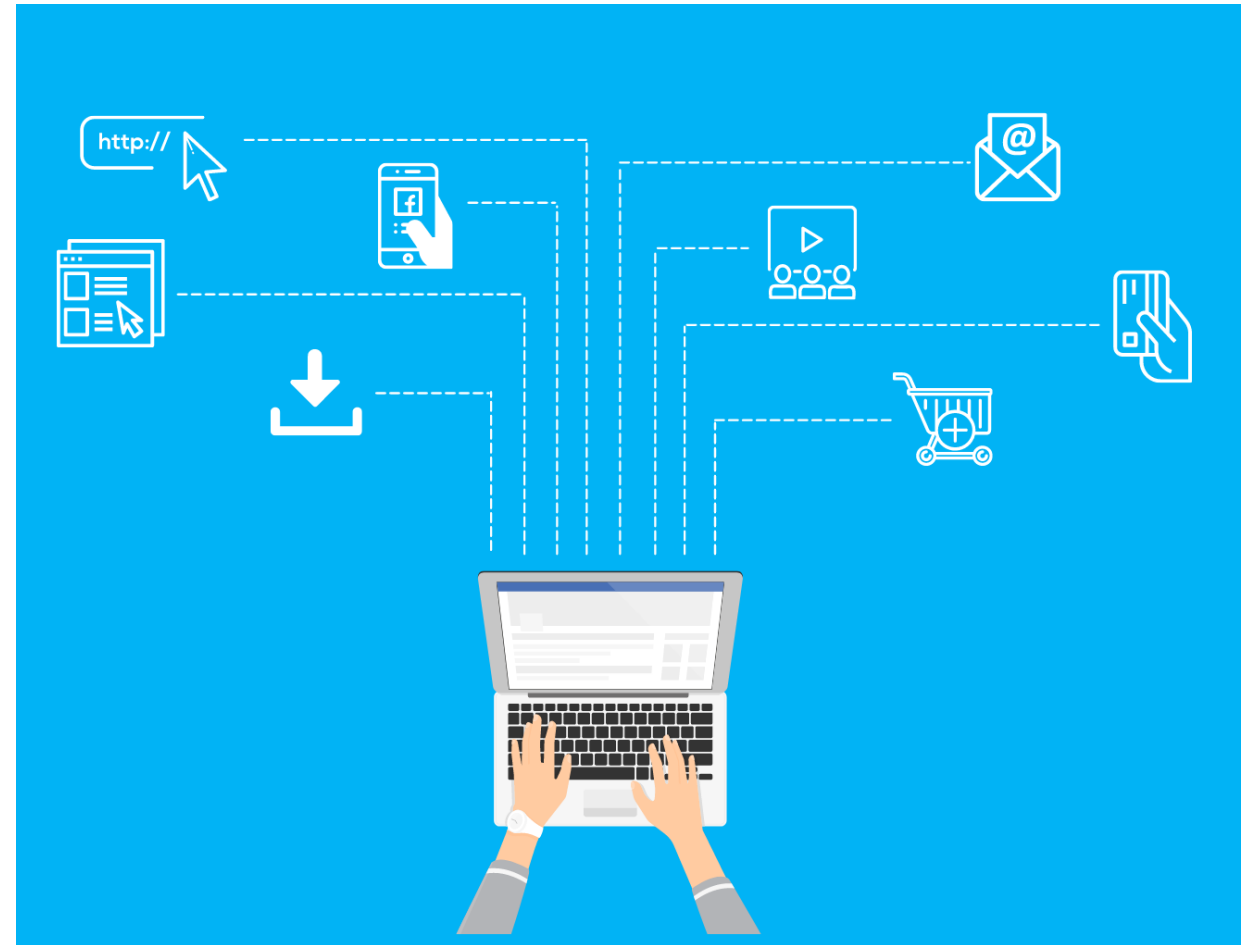# anicca
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**Remarketing 101:
A Beginner's Guide To
Remarketing to Users
Across Channels**

Holly Kelly

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Part 1: What Is Remarketing?

Remarketing VS. Retargeting?

The 2 terms can be used interchangeably and mean the same thing

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Remarketing (or retargeting) can be defined as the process of re-engaging and delivering personalised ads to users who have previously interacted with your brand

The Principles Of Remarketing

- Remarketing is the concept of **marketing to users who have already engaged with your business** in some way

- The engagement could be numerous things but centres around these core concepts:
  - The user has been to your website
  - The user has taken a certain action on your website
  - The user has viewed one of your videos
  - The user is a past customer
  - The user has engaged with your social media page

- Users that take these certain actions are tracked and dropped into an audience list that you define

- All **audience data is anonymous** within the interface, all you will know is that somebody took that action

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How Remarketing Audiences Can Support the Funnel

Prospecting

Acquisition

Conversion

Retention
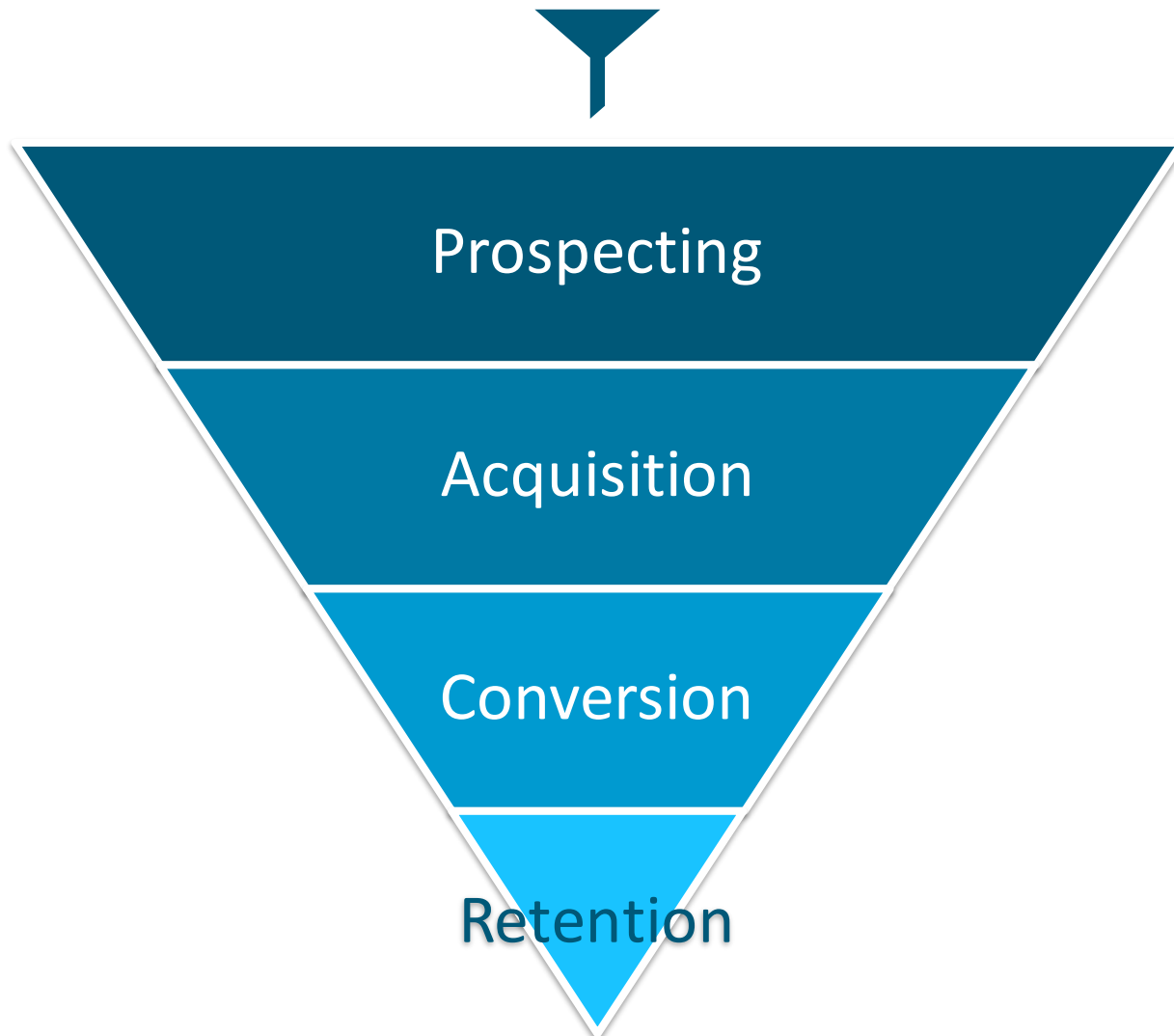
Remarketing can be used to engage users at all stages of the funnel

1. **Acquire prospects** that have not yet been to your site (platform engagement based audiences & look-a-likes)

2. **Re-engage** an acquired prospect (a user that has been to your site) and turn those into a customer

3. **Retain** existing customers and re-engage lost customers

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How It Works

Cookie-based tracking

- Website visitors
- Onsite actions

In platform interactions

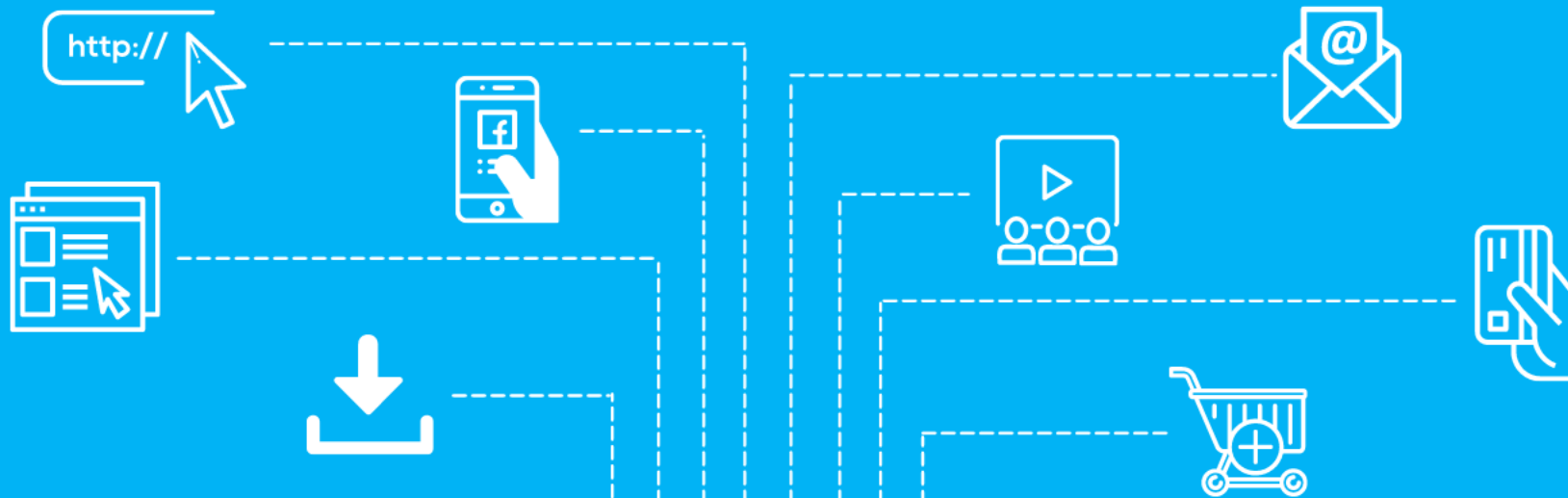- Video views
- Page engagements

Custom data uploads

- Email/customer databases

Part 2: Who You Can Target

Basic Audience Types

- **Visitors to your website**

- **People who follow or engage with your Facebook or Instagram pages**

- **People who view a product/category page**

- **People who download an asset**

- **People in your email database (including past customers)**

- **People who watch one of your videos**

- **People who convert on site**

- **People who add to cart**

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Part 3: Where to Use Remarketing

Platforms At Your Fingertips

- You can use remarketing techniques to **re-engage users across a multitude of platforms**

- Remarketing can be used for:
  - Search based
  - Contextual/Placement based

- **The majority of digital platforms offer some remarketing capabilities** – alongside the ones highlighted there are the likes of native platforms such as Taboola

- Some platforms are more advanced than others

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Options For Where To Run Remarketing

In Platform (Self-Serve) - Examples

3rd Party Site Served - Examples

Part 4: Why Retarget

Why Retarget?

Increase brand recognition

Guide users through the sales funnel

Lower your cost per acquisitions

Over 90% of users leave a site without converting*

**Can be used in almost all industries**

Increase retention and sales

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Retargeting **cart abandoners** can increase conversion rate up to **26%** - Kenshoo 2019

Retargeting can **lift ad engagement** rates up to **400%**
- Kenshoo 2019

Part 5: Creating Your Audiences

Creating Audiences – Google Ads & YouTube

- In Google Ads there is the option to create lists based on
  - Website visitors
  - App users
  - YouTube lists
  - Customer list

- For website visitors you can create this based on specific page views as we well as pages with specific tags that you have installed via conversion tracking

- **Audience lists created in Google Analytics can also be imported** in Google Ads and give further flexibility in who you can target
  - Through Analytics you can create lists based on behaviour from other traffic sources and campaigns such as Facebook or email

- **Lists created can be eligible to run across search, shopping, display, YouTube and Gmail**

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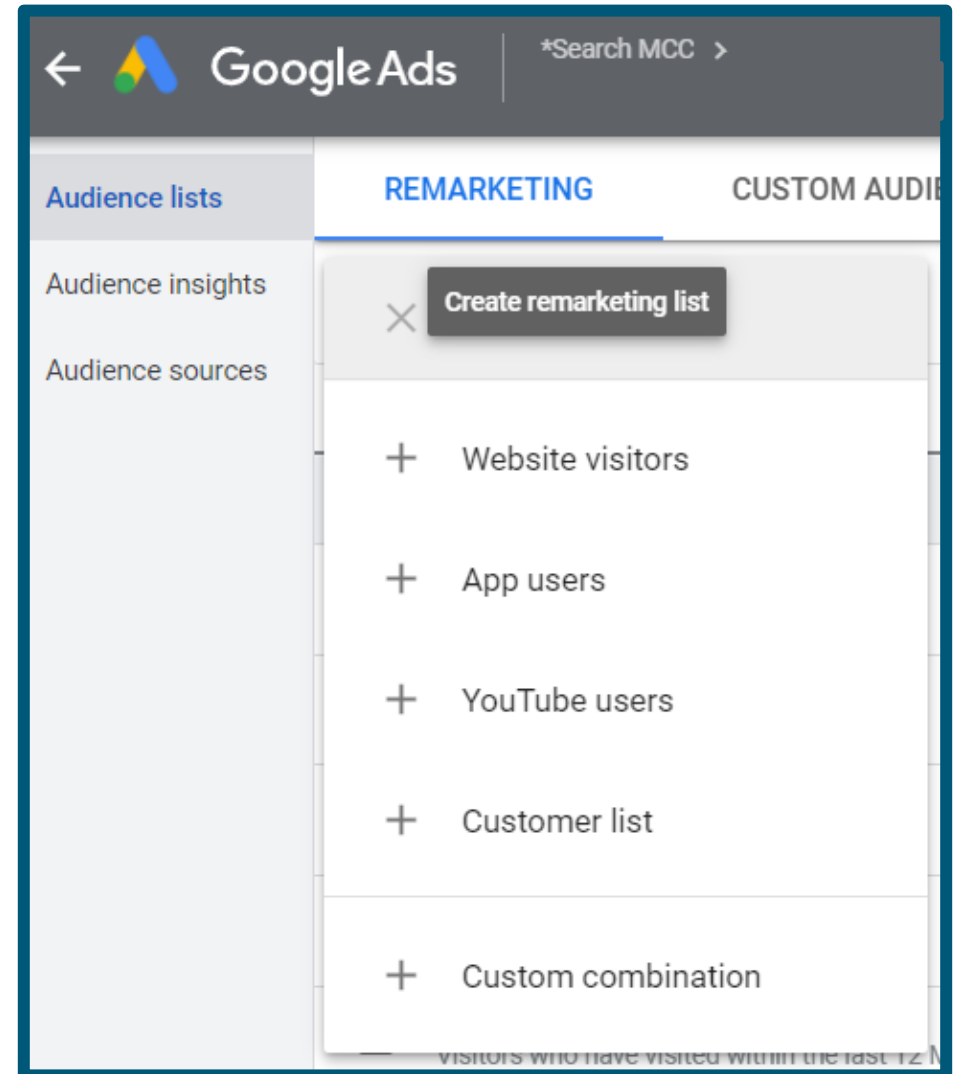
Creating Audiences – Facebook & Instagram

- In Facebook/Instagram there is the option to **create audiences based on your own data such as website visitors or an email database, or on Facebook sources**

- You can create rules for your audience to allow you to filter down to specific sets of users e.g.
  - Users who abandoned their cart
  - Users who watched a certain duration of a video
  - **Users who spent a certain amount**

- For audiences based off of platform sources Facebook looks at users who have been interacting or viewing your profile/pages

Choose a Custom Audience Source
Connect with people who have already shown an interest in your business or product.

Your Sources
- ⊕ Website
- ⬛ Customer list
- ▯ App activity
- ▭ Offline activity

Facebook Sources
- ▷ Video
- ◎ Instagram account
- ☰ Lead form
- ◇ Events
- ⚡ Instant Experience
- ▣ Facebook Page
- 🛒 Shopping
- ▦ On-Facebook Listings

?   Cancel   Next

Creating Audiences – Twitter Ads

- Twitter has more limited remarketing capabilities but still offers the option to retarget based on
  - Website visitors
  - Email database
  - Engaged on your app

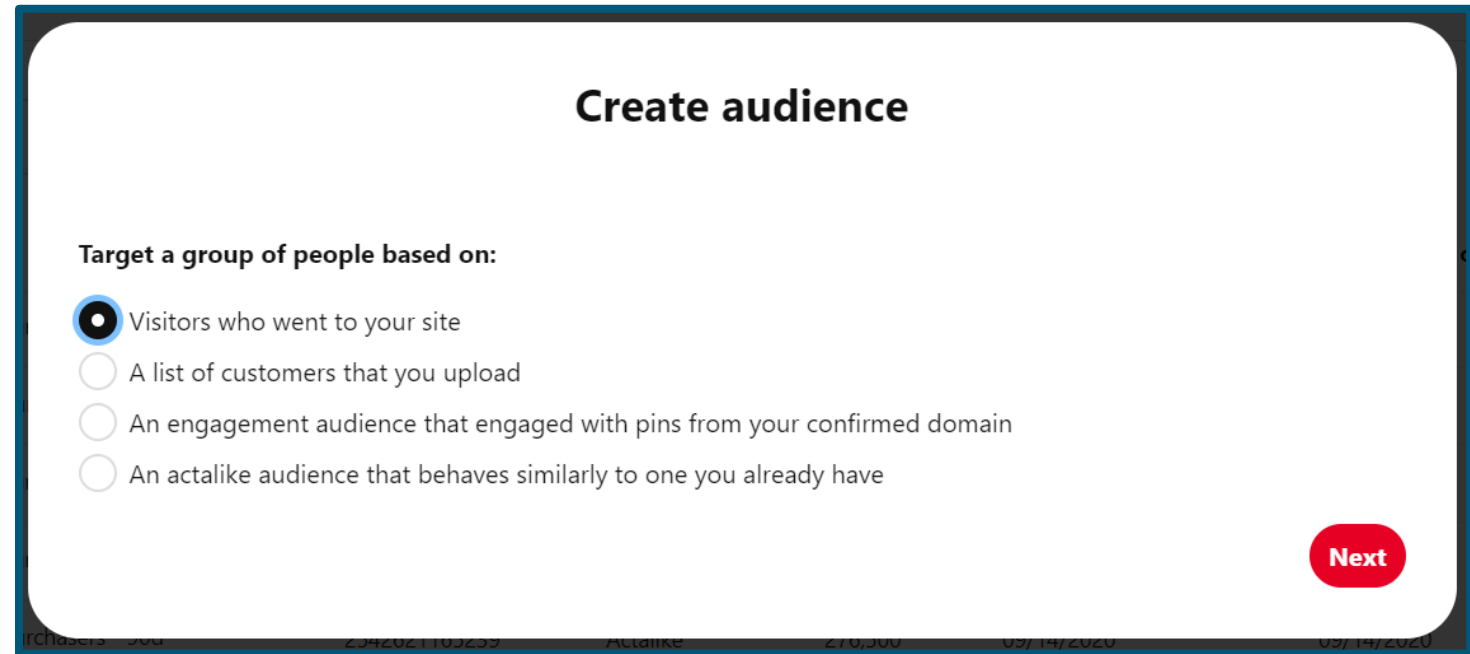- For website visitors you can narrow down to people visiting specific pages

Create new audience

Choose an audience type

List
Upload a list of your customers.

Website Activity
Target your website visitors who have taken a certain action, such as visiting a specific page.

App Activity
Target your app users who have taken a certain action, such as making a purchase.

App Activity Combination
Combine multiple app activity audiences.

Cancel   Next

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Creating Audiences – LinkedIn Ads

- LinkedIn again has a wide range of choices when it comes to re-engaging users who have interacted with your brand

- In LinkedIn you can retarget by:
  - Website visitors
  - Email database
  - Video views
  - Platform engagements

- LinkedIn remarketing is a **powerful tool for any business working in a B2B capacity**
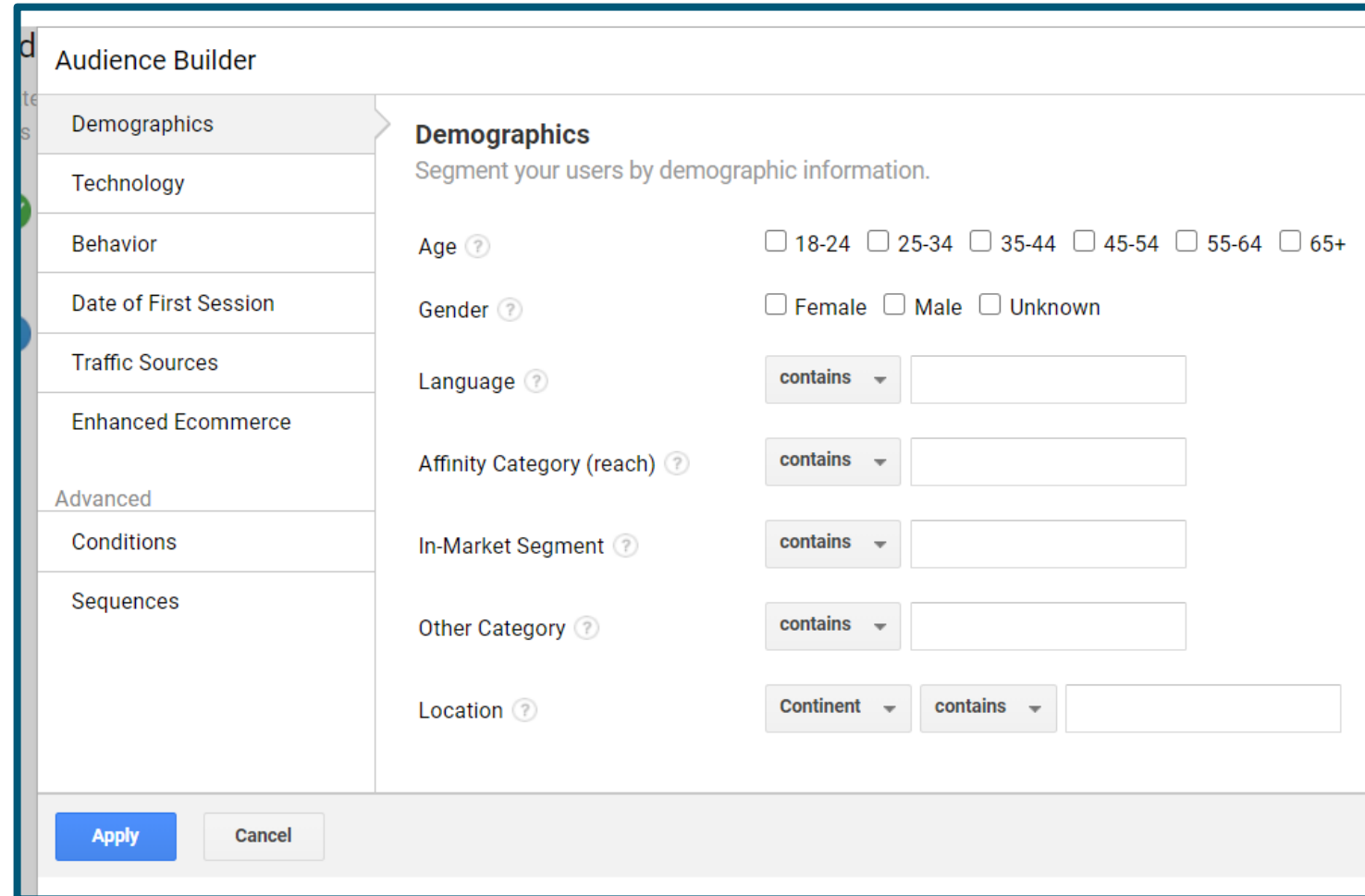
Creating Audiences – Pinterest Ads

- On Pinterest there are 3 remarketing audience types
  - Website visitors
  - Email database
  - Pin engagement

- For each of the options you can **set your own rules to narrow down on specific sets of behaviour**

Create audience

Target a group of people based on:

- ● Visitors who went to your site
- ○ A list of customers that you upload
- ○ An engagement audience that engaged with pins from your confirmed domain
- ○ An actalike audience that behaves similarly to one you already have

Next

Creating Audiences – Google Analytics

- In Google Analytics you can **create audiences which you can import into Google Ads, or use for analysis within Analytics itself**

- You can create audiences based off of **many attributes that are not available in some of the other channels** such as time spent on site, campaign source etc.

- You can also create lists based on a users value, so anyone who has spent more than £100 on your site

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Part 6: Top Tips & Takeaways

Best Practices – Audience & Campaign Creation

When it comes to the success of remarketing activity you need to take time to plan what your objectives are, who you want to talk to and what you are going to say

It is a great tool for keeping your brand front of mind and influencing conversion

Consider where you want your ad to appear and exclude 'bad content'

Segment your campaigns based on each individual lists objectives

But.. Keep in mind it may not always deliver as the last touch point

Think about how to segment your audiences – **it is recommended to exclude low quality users such as those who bounced**

As part of this you should also be considering how long users should stay in a list for

For example if you are targeting users on a 14 day free trial you would only want users to stay in the list for a maximum of 30 days

Depending on your audience selection you will want to adjust your ad message

If the user has abandoned their cart you should consider more urgent messaging e.g. 'Don't miss..'

As a part of ad delivery also consider your frequency – **how often should a user be seeing your ad**

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Remarketing Ads – Best Practice

The aim of your ad is to deliver a message that is relevant to the audiences you have segmented

- ✓ **Ensure the ad aligns with your onsite branding** so that the ad is familiar to users who see it. Also ensure ads across different platforms align

- ✓ **Adjust the messaging and/or creative for each audience**

- ✓ **Test between static and animated ads** to increase ad engagement rates – this is particularly important if you are planning to just use animated as not all sites support these

- ✓ **Develop ads in different ad sizes** to ensure eligibility across all placements – this applies to the banner size in Google Ads, and the image/video size across social

- ✓ **Incorporate a call to action** within the ad

- ✓ **Test different messaging depending on the list duration**

- ✓ **Trial and test different landing pages**

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Running Cross Platform Campaigns

- Use Google Analytics to **create audience lists based off of the traffic source** and import into Google Ads

- Utilise **UTM parameters in your other campaign activity** across all platforms to enable you to **call on these parameters when creating website visitors audience lists**

- Use **custom landing pages** for your campaign activity to create website audience lists

- Use **page engagement metrics** to cross-target traffic between Facebook and Instagram

Use Your Audiences to Prospect Customers

- Across Google, Facebook, Pinterest and LinkedIn you can **create new audiences to target that are built based on the demographics and interests of your original remarketing list**

- These lists are known under different names in each of the platforms 'look-a-like', 'similar audience', 'act-a-like' but they all work on the same concept

- The most **powerful list that can be built is one based off of your past customers**. The platform will then look for users who share the same traits and behaviours. To make it even more powerful in some platforms this can be created based off of how much a user spent

B2B - Ecommerce

Campaign name	Outbound CTR (%)	Cost per landing page view	CPM	Purchase Rate
UK - Lookalike 2020 - Conversions	0.24%	£5.28	7.46	39.18%
UK - Remarketing - 2020 - Conversions (LATEST)	0.27%	£6	10.39	77.17%
UK - Video Views -	0.08%	£5.1	1.55	null

B2C – Ecommerce

| Campaign name	Outbound CTR	Cost per LP views	CPM	Purchase Rate
Conversions - Catalogue Sales - CPM - Prospecting - Look-alikes	1.45%	£0.63	£8.87	0.46%
Website Traffic - Prospecting - LP Views - Interests -	6.42%	£0.08	£4.49	0.01%

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Things To Keep In Mind

- You need to be subtle with your approach when it comes to your ads – an <u>Ofcom study</u> revealed **80% of users have concerns about their privacy**

- Even if you don't plan to use some lists straight away in can be in your benefit in some platforms (such as Google Ads) to create these and allow them to start populating

- There are **audience size thresholds** within the platforms that you are required to hit in order for a list to become eligible to use (this is for privacy reasons)
  - 1,000 - Google Search and Shopping
  - 150 - Google Display
  - 100 – Facebook
  - 100 – Twitter
  - 300 - LinkedIn

- There are ever growing changes that affect how and who you can remarket too, a lot of this surrounds cookie collection
  - Platforms and 3rd parties are working on cookie-less tracking to enable future proof remarketing

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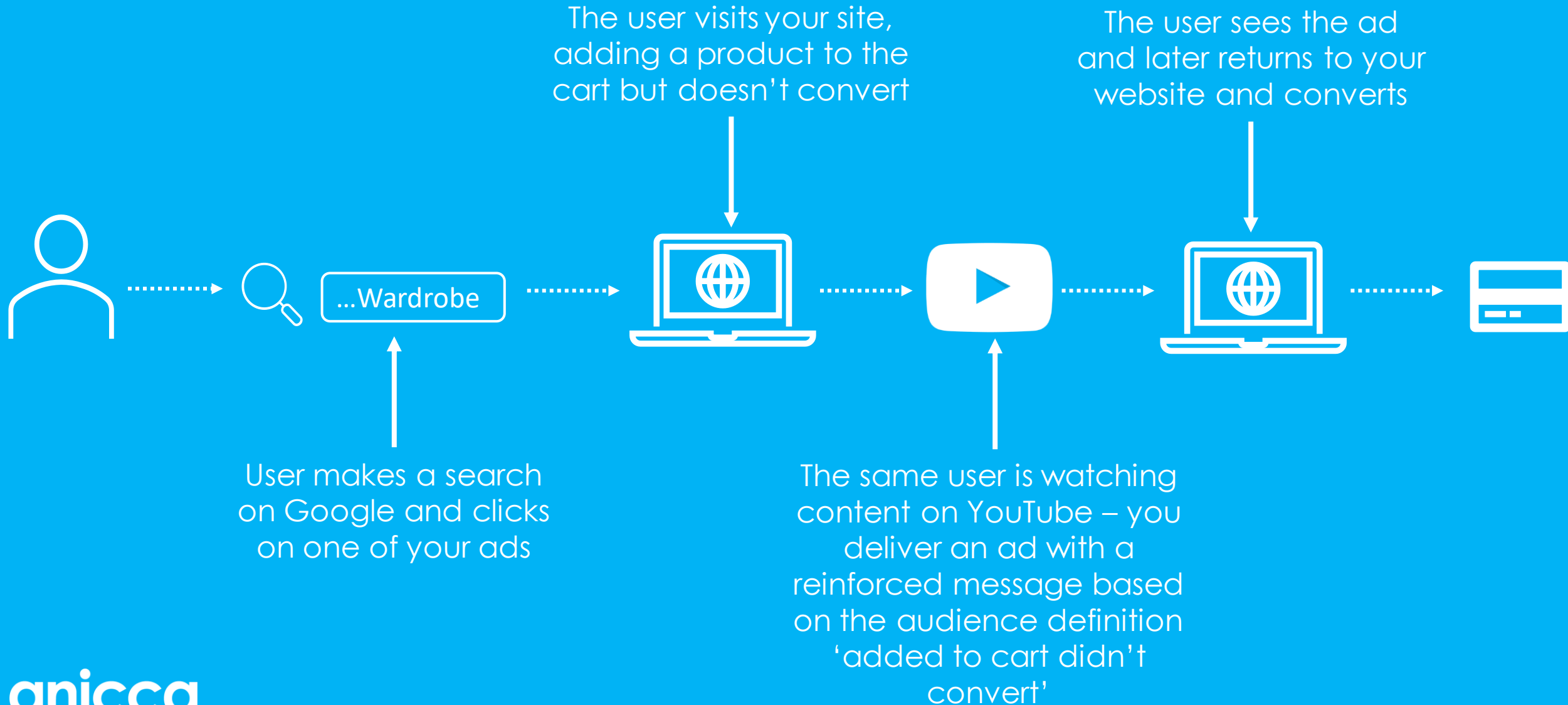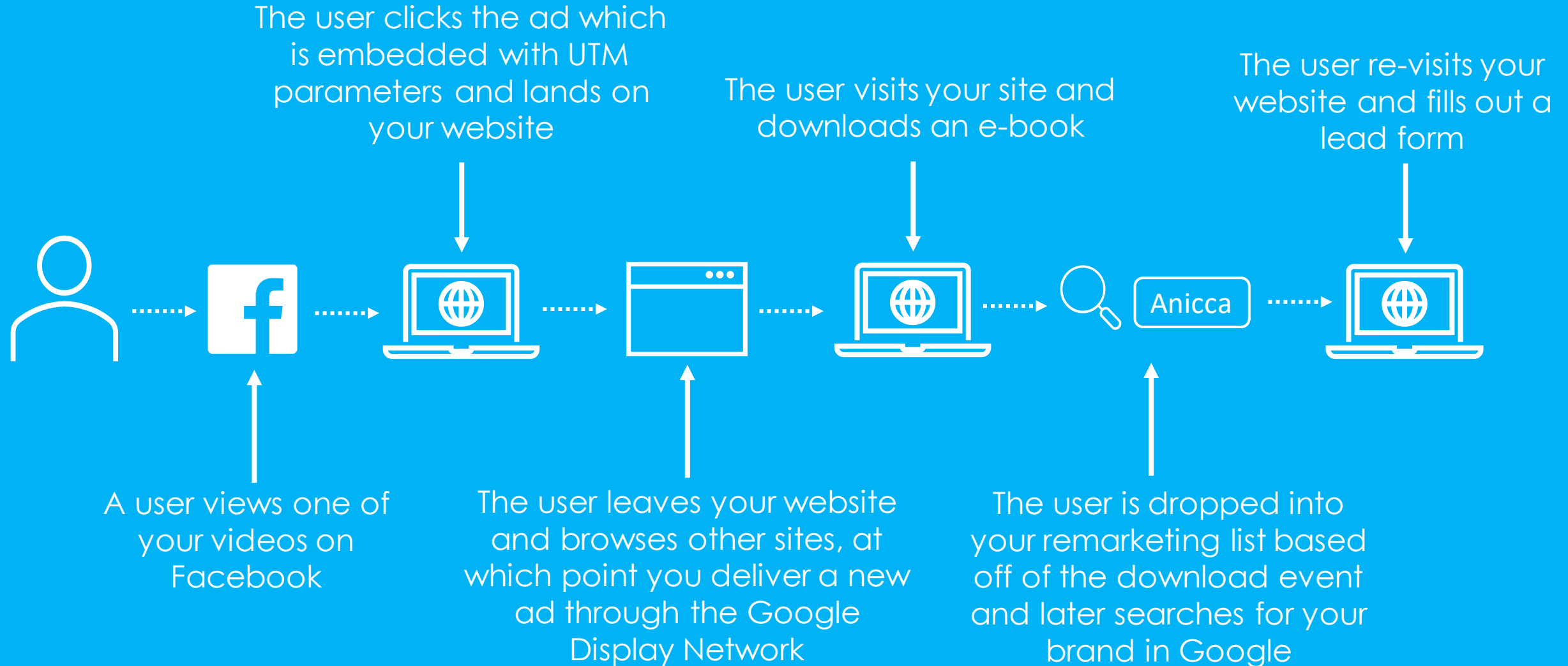
How To Get Started

✓ Set your remarketing objectives

✓ You will need to **ensure your privacy policy has been updated** as per each platforms requirements – this also ties into GDPR for data collection

✓ Once your privacy policy is updated you can then go about **installing the pixel/tracking code** on your website (depending on what activity you already have in place this may already be installed)

✓ You can then go about **creating the audiences you want to target** within each of your platforms

✓ If you want to use an email database you will need to upload this in the templated format (typically email address is the main one, but you can also provide first name, last name, postcode etc.)

✓ **Build your campaign, assign your audience and start targeting**

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