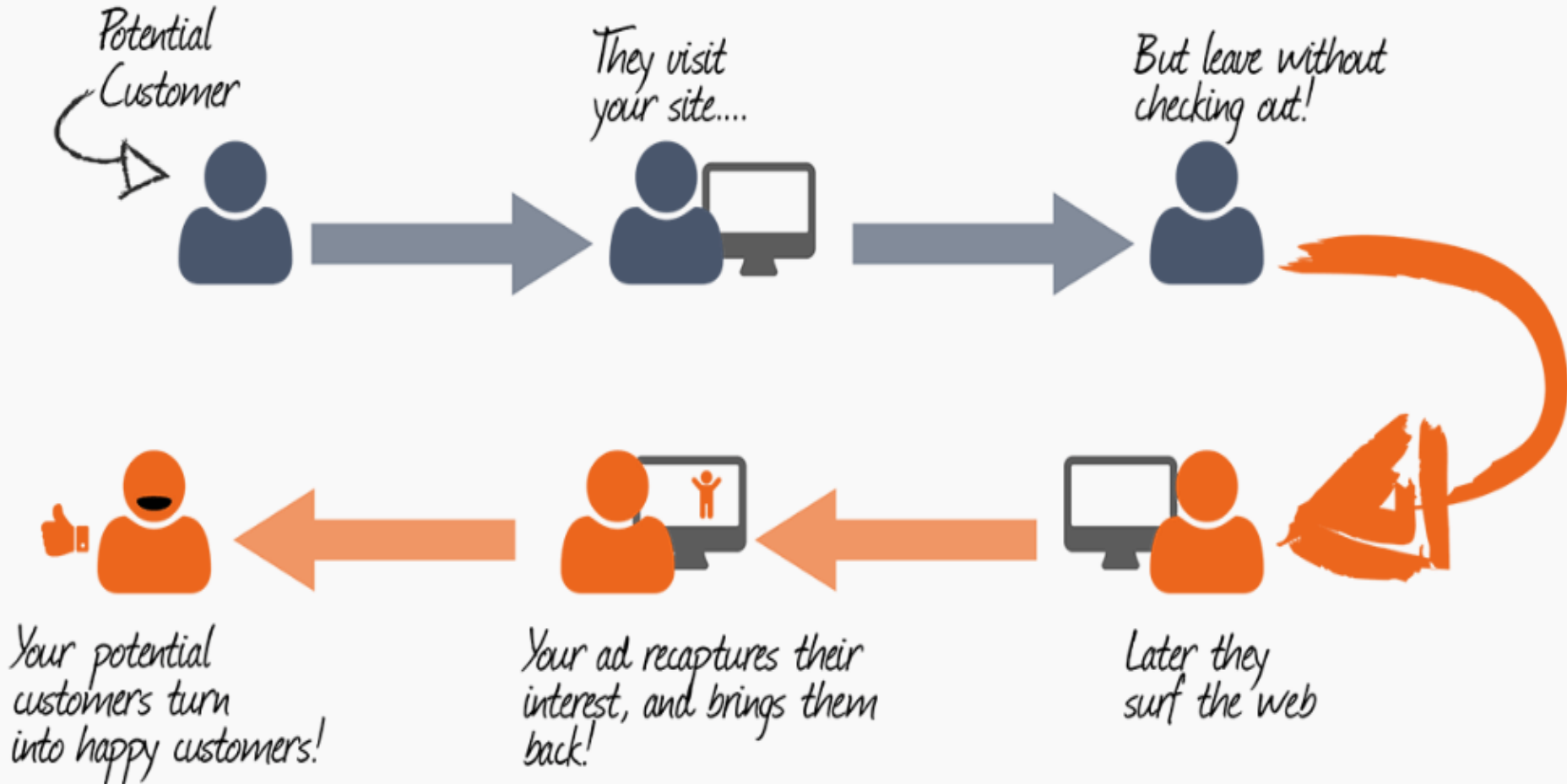# Creating Display Campaigns

Learning Objectives

- To Understand what is Remarketing.

- To Understand the use of Remarketing as a part of Display campaign.

- To understand the difference between remarketing & retargeting.

Remarketing?

- Do you ever feel like you're being followed by ads online?

- Consider this scenario: You remember researching for a workflow management tool. You recall clicking through to a bunch of relevant websites about workflow management tools. However, since no tool in particular really stood out to you, and because your need wasn't that urgent to begin with, you decided to continue searching at a later date.

Remarketing

Potential Customer → They visit your site.... → But leave without checking out!

Later they surf the web → Your ad recaptures their interest, and brings them back! → Your potential customers turn into happy customers!

Difference Between Remarketing and Retargeting

- [Retargeting](#) is most often used to describe the online display ads that are shown to visitors who've landed on your website and then exited without performing an action. This type of marketing is done using tracking pixels or cookies that follow the user around after they've left your website and show them targeted ads

- [Remarketing](#) lets you show ads to people who've visited your website or used your mobile app. When people leave your website without buying anything, for example, remarketing helps you reconnect with them by showing relevant ads across their different devices.

- The search engine giant groups retargeting display ads and email remarketing under a single terminology i.e. "remarketing", which is why most marketers also do

Types- Remarketing

Five main types:

- Standard Remarketing

- Dynamic Remarketing

- Remarketing Lists for Search Ads

- Video Remarketing

- Email Remarketing

Standard Remarketing

- This type of remarketing involves showing display ads to past visitors (visitors who landed on your webpage and then exited) as they navigate their way through different websites

- Use the Google Display Network apps and social media websites such as Facebook. Standard remarketing also targets visitors who use search engines such as Google to search for terms that are related to the products or services that you offer.

Dynamic Remarketing

- Dynamic remarketing involves serving visitors ads that are tailored specifically for them depending on how they have browsed a webpage.

- This type of remarketing includes ad messages that are created specifically for the visitor who's viewing the ad, increasing their chances of coming back to your webpage for the retrieval of those abandoned items.

Video Remarketing

- Video remarketing involves showing those visitors remarketing ads that have recently seen your videos or to people who have been on your website.

- Display video remarketing ads on YouTube at the beginning or in-between videos your potential customers are viewing (where they'll have the option to skip the ad).

- Also display a remarketing ad on the right side margin where they find video suggestions.

Email Remarketing

- Email remarketing encapsulates two techniques:
- Serving remarketing display ads across different websites to users who open an email from you.

- **Remarketing with Google AdWords**

  When you run Google AdWords remarketing campaigns, your ads receive the most exposure across the internet. The Google Display Network Reach in the US is incredibly high, reaching over 92% of visitors across millions of websites, videos, and devices:

Efficiency of your remarketing campaigns

- **Ad Testing:** Experiment with different ad messaging for the various audience lists. Test ad copy and call to action button copy to see which combination produces the highest click-through rate.

- **Custom Combination Testing:** Try a different combination of membership duration with different audience lists, and see which audience responds well to each time duration.

- **Frequency Cap Testing:** Test the frequency with which displaying the ads.

- **Bid Testing:** Monitor bids for costs, impression share, and ROI and adjust accordingly.

- **post-click landing page Testing:** The messaging on the post-click landing page you connect with remarketing ads is very important. Test copy and design to see which combination brings in the most conversions.

- When to run remarketing campaigns with Google AdWords the individual have the option to run the following types of campaigns:

Contd..

- **Standard Remarketing:** Showing ads to past visitors as they visit Display Network websites and use Display Network applications.

- **Dynamic Remarketing:** The ads shown to visitors include specific products or services that they looked through on website.

- **Remarketing for Mobile Apps:** Show ads to visitors who have either used mobile app or mobile website.

- **Remarketing Lists for Ads:** Show ads to visitors as they do follow-up searches for what they need on Google.

- **Video Remarketing:** Show ads to visitors who have viewed YouTube videos.

- **Email List Remarketing:** Upload a list of customers' email addresses, and when these visitors browse through different websites, they can see display ads.

Learning Outcome

- Students Understand what is Remarketing & it importance.

- Understanding the use of Remarketing as a part of Display campaign.

- Students also get aware about how does remarketing & retargeting different.

Thanks