

# Content and Search Marketing



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## The Essential Guide to Remarketing

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# The Essential Guide to Remarketing



Companies invest a huge amount of money and time in the search for customers and leads. In today's digital landscape, much of the budget is focused on development of a website, search engine optimisation, content generation, and digital advertising in the form of banner ads and Pay-Per-Click to drive traffic to the website and gain a conversation or an enquiry.

However not all customers convert on the first visit, and many in the B2B world need further time to decide on the purchasing decision. This is especially prominent with high priced products or services. Which is where Remarketing can play a big part.

At this point you may ask yourself: "What is remarketing and how can it benefit my business?" The bottom line is that whether you are looking to generate leads or raise awareness, then remarketing is probably for you.

## But what is Remarketing anyway?

Remarketing is the process of tagging visitors to your website with a cookie and then specifically advertising to them with banner ads on Google services, Google Display Network, the DoubleClick ad exchange or AdSense Publisher Network.

Remarketing allows you to take a warm lead, or a potential customer who has already made the first steps and entered your digital domain by visiting your website, and subtly follow them around the web, providing them an easy route back to you. Days after they have visited your site, they could be watching the latest episode of their favorite TV show and there you are, sitting at the bottom of the YouTube video, promoting the product that they were interested in.

Or they maybe taking a quick look at the latest news section, and there you are again, inviting them to complete the action they had first started, or giving details & latest offers for a product to recapture their attention.

As a powerful tool, remarketing:

- Turns a visitor into a lead.
- Provides effective brand recognition
- Increases repeat visits and engagement
- Increases the chance of a conversion - whatever that may be for your organisation.



## Getting started with Remarketing

When you want to get started with remarketing, the best place to consider is the largest and wide reaching network out there...the Google display network. This is a collection of 2 million (and counting) websites that all provide real-estate space on their website to Google for the purpose of selling adverting.

This extensive partnership includes the majority or websites that you can think of or visit on a regular basis, with the major exception of Facebook. Within that selection of sites are such big hitters as Gmail, YouTube and their mobile platform, Android. Including Android on the list increases the spread to mobile apps and mobile sites.

When looking at the statistics that the Google display network promotes, they are quiet impressive.

The network is comprised of three different strands:

### Adsense network:

- 200 million visitors a month (US)
- 92% of internet users
- 300 billion impressions a month

### The Doubleclick ad exchange:

- 100's of premium publishers
- 100's of millions Ad placements a day

### Google properties:

- Google site
  - Gmail
  - Blogger
  - Google maps
- Youtube
  - 1 billion views a day
  - Second largest search engine

## Google display network gives you a great deal of reach

On an average campaign, you have the ability to connect with 80+% of the visitors that you capture within a 30-day period. Within those 30 days you will be able to target them with ads for 15 days (give or take a day.) Looking at the ratio of times your ad will show, a rule of thumb is that for every 40 sites they visit, you will on average target them between 10 and 20 times.

## Strategy

When considering a remarketing campaign you must think about a number of factors will define success.

### Audience definition strategy

To start the process of remarketing you will need to create an audience of visitors to track and then target. You can for example set it to specific pages such as a landing page for a product that is part of a sales promotion. You will then be able to target the same visitors with related products/services that they will find interesting.



**Visitor tracking duration**

Tracking of visitors can be set to 30 days, 60 days or 90 days. Applying a 30 day tracker can be a good idea as you do not hit a high level of ad fatigue; however you may lose a high number of leads that will not return with in the 30 days period (especially if you are promoting high priced items or services.)

**Don't worry about too many impressions**

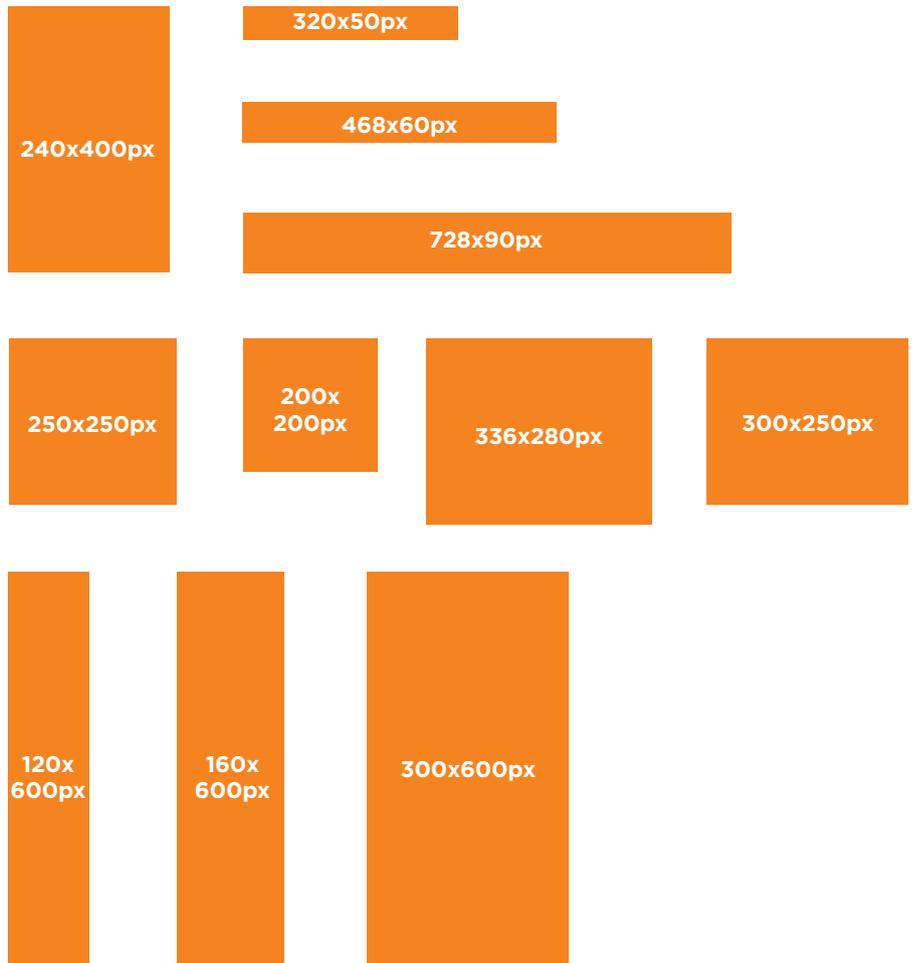
Ad impressions are nothing to sneer at. Many marketers take the view that impressions can serve as brand recognition tools as well as building the chance of a conversion. Not all customers click the first time they see a tempting offer. A way to combat the high impression rate vs ad fatigue is a high rotation of adverts.

**Content is key to conversions**

The Google display network offers a number of different sized adverts available. Below are the dimensions for which it is worth developing adverts if you are considering remarketing. The complete list of advert sizes will never become embroiled in a bidding war with other sized ads. They are basically designed for different areas of advertising space in the network of websites. The specific website can choose which area of real estate they would like to dedicate to the network and advertisers.



- Vertical rectangle: 240x400px**
- Mobile Leaderboard: 320x50px**
- Banner: 468x60px**
- Leaderboard: 728x90px**
- Square: 250x250px**
- Small Square: 200x200px**
- Large Rectangle: 336x280px**
- Inline Rectangle: 300x250px**
- Skyscraper: 120x600px**
- Wide Skyscraper: 160x600px**
- Half Page: 300x600px**



## The analysis and figures you should listen to

When you look a little deeper into the statistics that are thrown around for the success of a Pay-per-click campaign, many do not at first glance seem to serve a purpose. In fact, combined they give an extensive picture of the campaign and the quality of traffic, the quality of your keyword selection, and the quality of your adverts.

**Clicks** – The number of clicks an advert receives

**Impressions** – How many times a advert is presented in a customers search results

**CTR (Click-through-rate)** – This is the ratio between the number of impressions that are generated for each ad/keyword, versus the number of clicks that advert/keyword generates

**Quality score** – The quality score is a combination of a number of different factors all based around an algorithm that judges Google's perceived quality of:

- The advert relevance to the keyword, the landing page, the website as a whole, the amount you have bid for that keyword and the CTR
- The keyword relevance to the advert, the landing page, the website as a whole, the amount you have bid for that keyword and the CTR

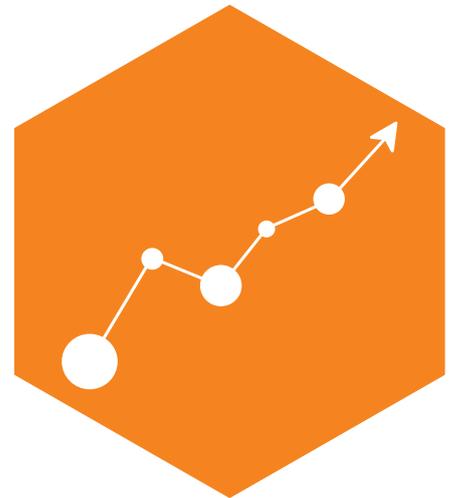
From Google's point of view, the incentive for advertiser to create excellent adverts is in the ability to provide large reductions for high quality adverts and this is judged by ads with high CTRs.

So to create an advert that people will click on, you need to consider a number of different factors.

### Image ads vs text ads

CTR tend to be much higher for image ads versus text ones. This has an effect on the text-based cost being much higher than image based ads. The CPC (Cost-Per-Click) of an image-based ad is much lower than the simple text based ad. That is why many of the Pay-Per-Click adverts on both the Google search network, and the Google display network are formatted differently. While the search network presents just the standard text based adverts, display network offers those same based text ads in multiple formats that can change the look and feel of that text. It almost becomes a crude image.

Saying that, the time and improvement in performance that a well-designed, creative advert will bring to a promotion on the display network will outweigh the costs of creating that ad, against how many clicks that are generated. Basically, spend time creating a well-designed image that will drive traffic and leads to your site.



## Developing an effective bidding strategy for Remarketing

In a similar stance to traditional Pay Per Click campaigns, with remarketing you have to pay for every click you generate. That is why you will want to make the most out of the clicks you generate, and perhaps not even target every person that comes to your website (as they may not be suitable purchaser of your products).

If a member of the public from Germany visits your website but you do not do business in that country, why would you remarket to them. It would be a waste of time. It is therefore worth being selective as to who you target, and really focus on the visitors that meet the customer demographics that you wish to promote to.

When you are considering the other platforms for remarketing, one of the major changes sits with the video platform owned by Google, YouTube. Here you are able to place video ads before YouTube content a customer/visitor to your website is about to view. If they view the advert you pay for that in a similar way to a click on a text based advert. However YouTube does run a system called TrueView. This is where the advertiser is only charged when the video is watched fully. If the viewer clicks the 'skip video' button then the advertiser is not charged for that view. This provides a better representation of the people who actually found your video interesting. If you have some video content, then spending a small amount of money to promote it is not going to be too much trouble.

### Summary

In summary, creating great content can sometimes not be enough. The competition out there is wild and can result in it being challenging to see which avenues to follow. It is not about making the loudest noise, but directing the noise at someone who can and wants to hear it. That is what remarketing is here to do.

Remarketing takes those visitors that have already done the hard work (by going to your website and showing interest in your products/services) and encourages them to return and complete an action. It allows the right offers and content to be presented to the right customers at the right time, via the right media streams to maximise value and complete the nurturing process.





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## Need help with **Remarketing?**

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