

# Repair Your Retargeting: The Mistakes that Destroy Retargeting Campaigns

NEILPATEL

[neilpatel.com](http://neilpatel.com)

## **Not having a purpose for your retargeting campaigns**

There are two things that you want to focus on, when setting goals and planning your retargeting campaigns.

First, you need decide the type of audience that you want to reach. Below are some of the other types of 'audiences' that you can target, when running a retargeting campaign.

- People who've visited a landing page, but have yet to input their details
- People who've visited product pages, but haven't bought anything
- People who've bought something, but haven't purchased the upsell/cross sell
- People who need to be 'moved along your funnel,' after having read a piece of content

Second, you must decide what you want your chosen audience to do.

## **Not having custom ads and landing pages**

- Customize your ads, landing pages, and make variations in unique ways to convert better from remarketing campaign.
- You also need to make sure that you're running custom landing pages for your retargeting campaigns.
- Pro tip- It is vital that you maintain a coherence between your ads and landing pages. This builds trust and helps boost conversions.

## **Not rotating your ads**

- No retargeting campaign is going to convert 100% of the people that you're focusing on.
- It's better to target these people with a new campaign, so you need to create new ads.
- If people get used to seeing your ads, then, eventually, 'banner blindness' is going to set in.
- If you're running a wide range of ads that each hit on a variety of objections, you might experience the blindness phenomenon a little less, in the sense that it will be slower to take hold.
- You can also set a limit for the number of impressions people are shown on a daily basis, but this will just draw out the time it will take for banner blindness to take effect.

## Not bidding enough

- If you find that your retargeting campaigns are producing lackluster impressions and clicks, then there is a good chance that you're simply not bidding enough.
- Raise your bids and monitor how many clicks you're generating and how many conversions are being produced as a result.

## Not controlling where your ads are shown

- When you running a retargeting campaign on AdWords, you'll find that your ads will appear on a variety of 3rd party sites on the Google Display Network – especially if your bids are high.
- This can result in your ads being shown on some 'unsavory' sites.
- Stop your ads appearing on certain sites, by going into the 'Site Category options' section of AdWords.
- You can find this section by going into a Display campaign and then clicking on the 'Display Network' tab.
- You then need to choose an 'Ad Group' and decide what categories you want to exclude.
- Go through each of the options and then pick whatever is relevant to your campaign.

## Not setting a frequency cap

Make use of 'frequency caps' it will ensure that your targets only have a defined number of ad views within a given time frame.

If you want to set Frequency caps in AdWords, this is how you do it.

- Go into the campaign that you want to adjust and click on the 'Settings' tab.
- Then, click on 'All settings.'
- Scroll down to the bottom. There, you have the option to adjust the frequency cap for your ads.
- Aside from deciding a number of impressions, you can also decide how you want frequency caps to play out over a time period.
- And, you can decide how you want the frequency caps to be applied.
- Pick 3-5 impressions per ad group, per day, for now. If you find that this level of impressions isn't bringing optimal results, slowly increase your frequency.

## Overwhelming yourself

- Retargeting can be really complicated, if you're new to online marketing.
- It is better, therefore, to pick one advertising platform and one retargeting method and go with it.
- When you begin to get some great results, experiment simultaneously with another strategy, using the same ad platform.
- Once you've set up a variety of campaigns, each of which target a different sector of your audience and influence them to do different things, you can then move on to another advertising platform.