Retargeting Guide

Conversion Rate Strategies For
Doubling Your Leads & Sales

Retargeting Guide

## Is retargeting the same as remarketing?

Remarketing and retargeting are not the same. Retargeting is a subset of remarketing.

Both advertise to the same person more than once. However, retargeting only targets web traffic, whereas remarketing is usually limited to email.

Remarketing is more of an umbrella term for marketing to the same prospect multiple times, whereas retargeting really is targeting online ads at the same traffic again and again.

That means, technically, that you could do remarketing with billboards while retargeting will always live in the realm of PPC and display network advertising.

So how does it work?
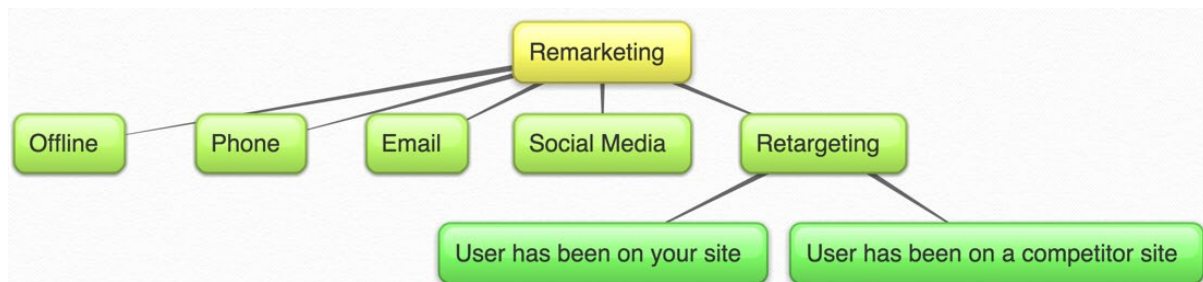
First, there is the people who have been to your site. You will see how you can track those, so that you can advertise to them, whether that is using Facebook ads or Google ads or other display networks.

These people have some relationship with you, whether that is seeing your page and instantly running away or spending some time on it, but not taking the action that you want, such as signing up for your email list or buying a product, for example.

Then, there are people who have been to your competitor's site. They have shown an interest in products and content in your niche, but have not discovered your site, yet. If you are being smart, you can retarget them as well.

Retargeting is based on using technology to re-engage with previous website visitors. About 98% of all web traffic does not convert. They leave your website without leaving an email address, contacting you, following you on social media or buying anything from you.

Retargeting is your solution to that. It allows you to place a so-called retargeting pixel on your website, which is invisible, since it is just a snippet of code.

A retargeting pixel places a cookie inside the visitor's browser, so their information is saved in your account (for example, on Google Analytics, Facebook, or Twitter).

This allows you to serve ads specifically to those who have been on your website before, which is what makes retargeting so successful. On average, retargeting ads show a 10x increase in click-through rates (CTR), since people can already relate to your ad.

You are not a stranger anymore, trying to sell them something. You are a familiar name.

The three major channels on which retargeting is used are Google AdWords, Facebook, and Twitter.

However, I would like to make a distinction between two categories, because you can retarget, in some cases, not only traffic that has been to your site, but also traffic from a competitor's site through custom audiences.

The traditional retargeting approach.

User has been on your site before

After dropping a retargeting pixel on your website, you can easily advertise to that same person again. You might do this, for example, with banner ads on other pages.

Here is how to set up your retargeting ads on Google AdWords.

1. Sign-in to your AdWords account.
2. Open the 'Shared Library' option.
3. Click 'Audiences'.
4. Do 'Set-up Remarketing'.
5. Click 'View AdWords Tag for websites.
6. Select and copy the provided remarketing tag code. The tag will work for both mobile and desktop websites.
7. Place the tag code at the bottom of the website pages you want to use for your campaign.
8. Save and publish your page.
9. Use 'Google Tag Assist' to check if your tag is working properly.
10. Click 'Continue'
11. Click 'Return to Audiences'

Another way to retarget is by using a list. With list-based retargeting, you can use lists of your existing customers or visitors who have provided you with their own email address and then show specific ads to them.