

RETARGETING ADS – IT'S DÉJÀ VU, BUT IT WORKS

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Search Engine Sessions

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Retargeting Ads - It's déjà vu, but it works



Why bother?

<https://www.disruptiveadvertising.com/google-ads/google-ads-remarketing-lists/>

- **25% of users actually like seeing remarketing ad campaigns**
- **Site visitors who see a retargeted display ad are 70% more likely to convert.**
- **Retargeting can boost ad response by up to 400%.**
- **The average click-through rate (CTR) for display ads is 0.07 %, but it's 0.7% for retargeted display ads.**



Why bother?

- Re-nurture cold leads
- Increase the number of touchpoints with a brand
- Generate brand awareness
- Re-position as a thought leader

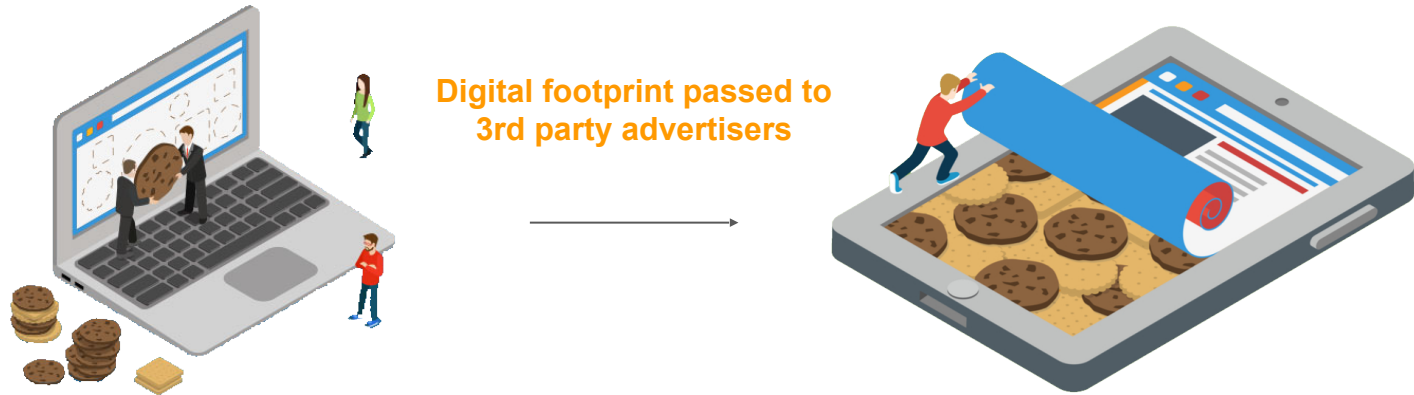


What is Remarketing?

“Remarketing (also known as retargeting) is the tactic of serving targeted ads to people who have already visited or taken action on your website.”



What is Remarketing?

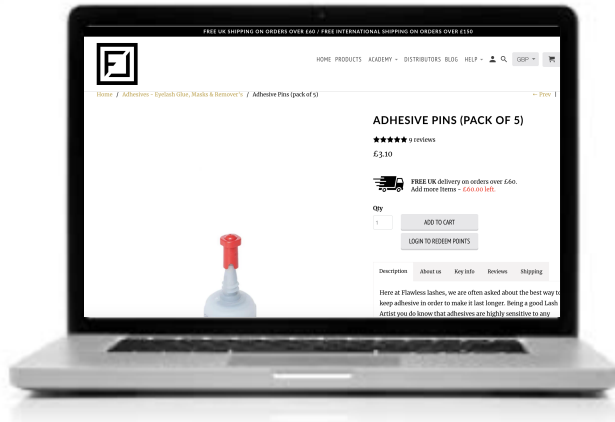


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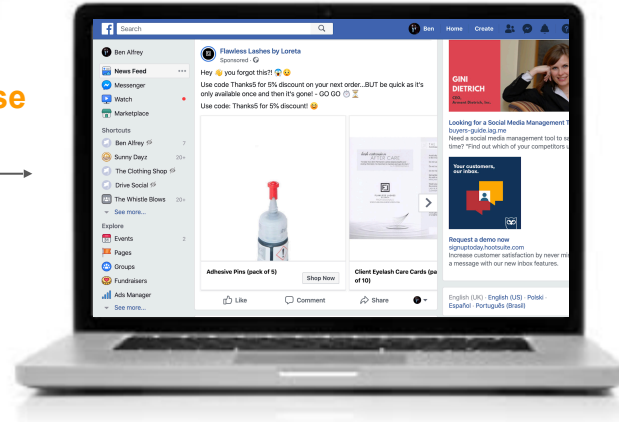
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What is Remarketing?



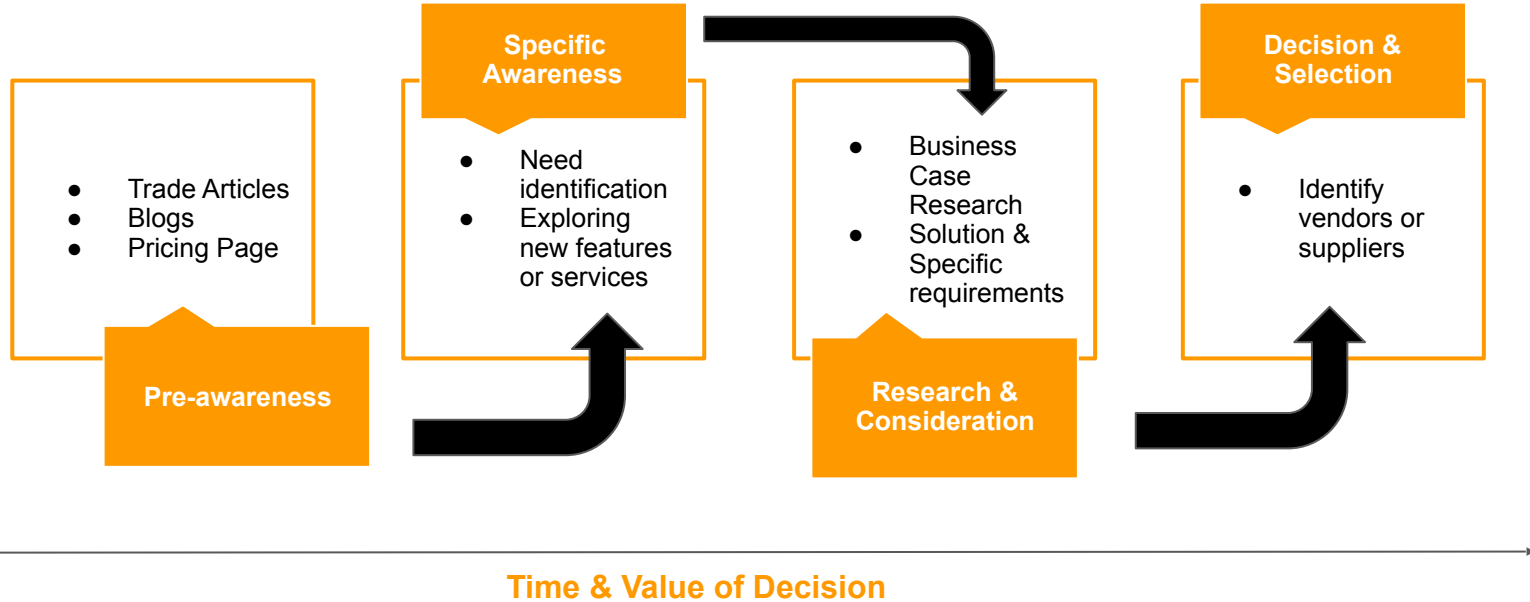
Low risk purchase
decision



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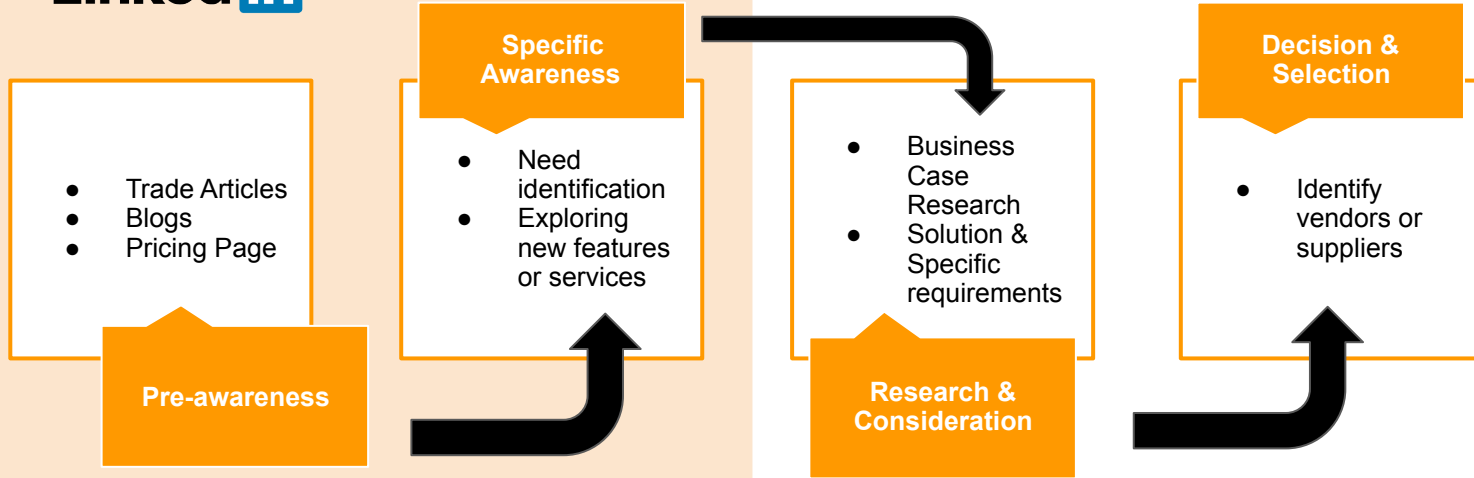


Google

LinkedIn

YouTube

Drive traffic at the early part of the process



Time & Value of Decision

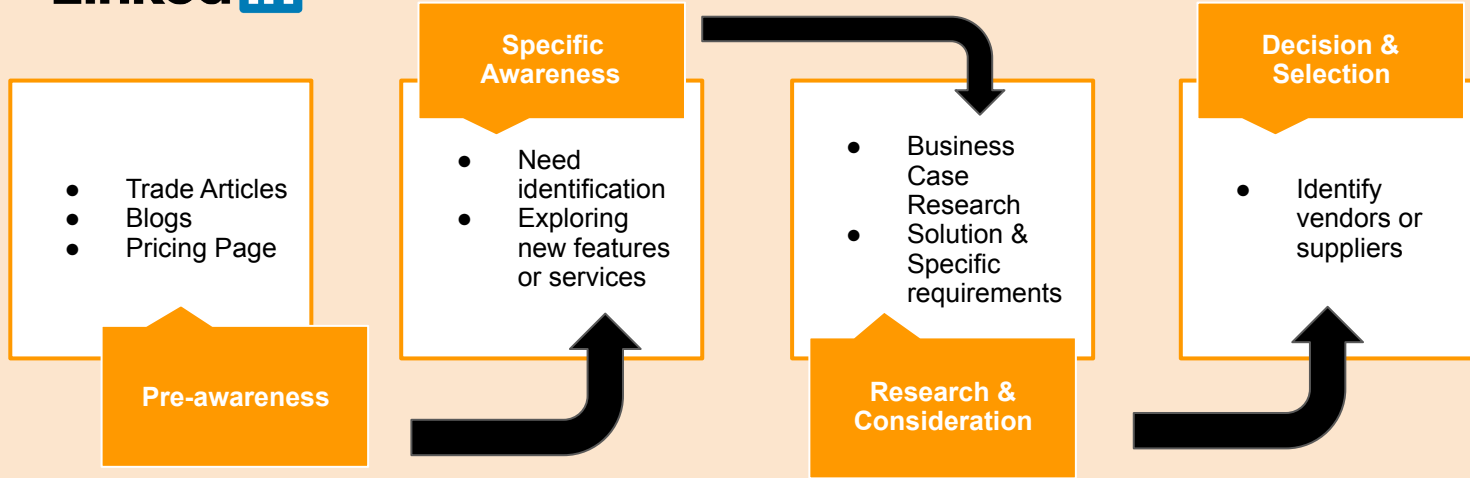


Google

LinkedIn

YouTube

But remarketing can be used at multiple touch points



Time & Value of Decision



Most importantly, you need to understand how your prospects find a service like yours. How do they shop?

Is Search The Right Channel?

Before we look at remarketing, do your prospects actively seek solutions through a search engine?



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Is Search The Right Channel?



<input type="checkbox"/> Keyword (by relevance) ↓	Avg. monthly searches
Keywords you provided	
<input type="checkbox"/> office cleaning services	880
Keyword ideas	
<input type="checkbox"/> office cleaning	2,900
<input type="checkbox"/> office cleaning companies	480
<input type="checkbox"/> commercial cleaning companies near me	320
<input type="checkbox"/> office cleaners near me	260
<input type="checkbox"/> commercial office cleaning	170

High intent searches

Substantial volume

Range of similar types of keywords

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Is Search The Right Channel?



<input type="checkbox"/> Keyword (by relevance) ↓	Avg. monthly searches
<input type="checkbox"/> autocad house plans	40
<input type="checkbox"/> autocad house plans with dimensions	10
<input type="checkbox"/> autocad 2d design	10
<input type="checkbox"/> autocad 2019 3d modeling	10
<input type="checkbox"/> autocad house plans with dimensions pdf	10
<input type="checkbox"/> electrical layout plan autocad	10
<input type="checkbox"/> autocad 2018 3d modeling	10
<input type="checkbox"/> autocad building plans for practice pdf	10

Monopolised by competitors with big budgets

Number of keyword opportunities small

Volume of keywords too small to target

Intent of the keywords not aligned with product or service offering

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**But just because they are not
searching for your product on
Google, doesn't mean they aren't
on the web.**

Identifying the right audience

Static Remarketing	Serves display ads to your website and app visitors as they surf their favourite websites.
Dynamic remarketing	Shows products and services that a visitor has previously looked at.
Remarketing lists for search ads (RLSA)	Retargets people who've visited your site and left to make a Google search.
Video remarketing	Retargets ads to people who have watched your YouTube videos or visited your site.

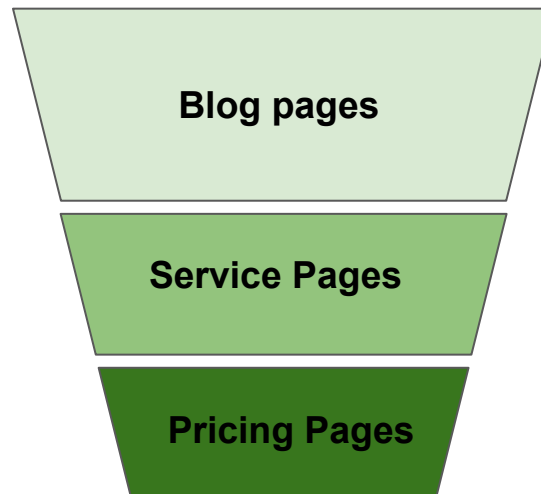
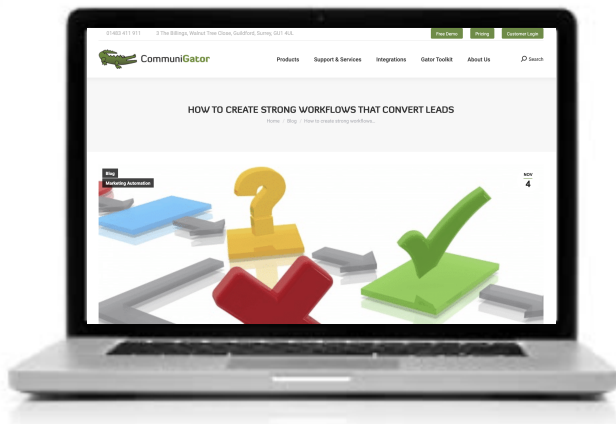


Identifying the right audience

Google Display Network	Must have at least 100 users within last 30 days
Google Search Network	Must have at least 1,000 users within last 30 days
Youtube	Must have at least 1,000 users within last 30 days
LinkedIn	Must have at least 300 users



Identifying the right audience



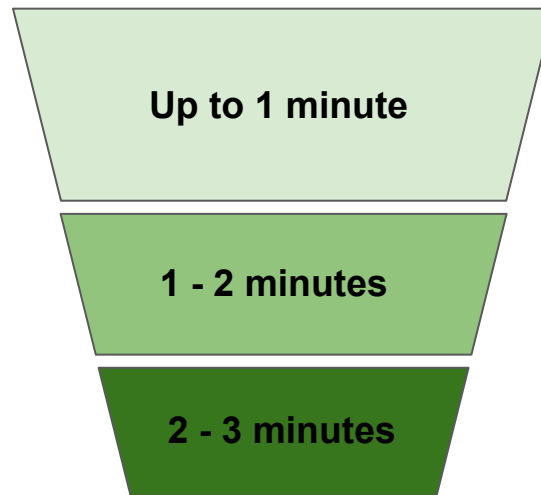
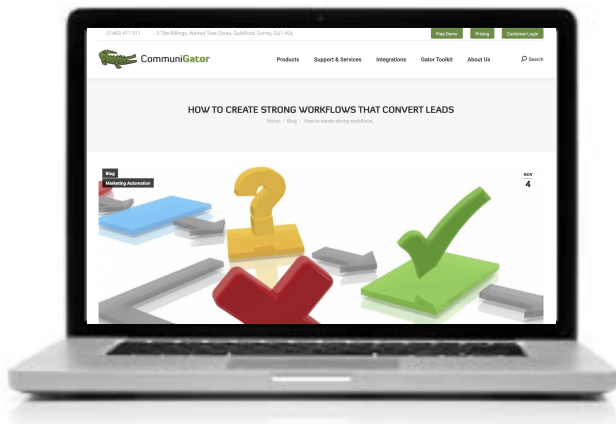
Quality of prospects

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Identifying the right audience



Quality of prospects

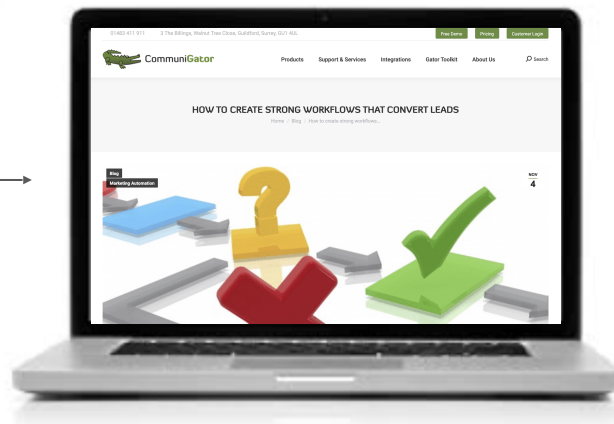
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Identifying the right audience

User visits a websites

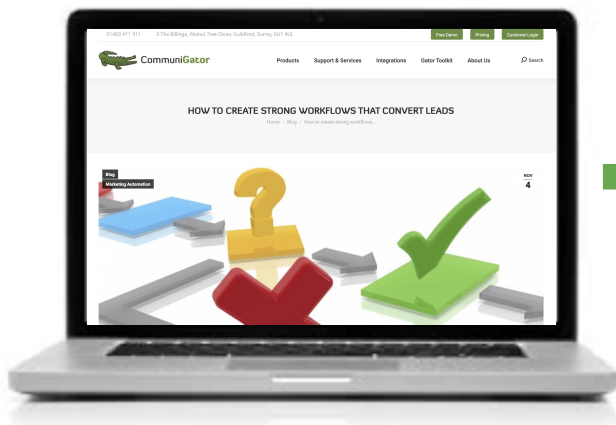


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Identifying the right audience



**Lead Gen
Blog #2**



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Identifying the right audience



**Lead Gen
Blog #2**

**Marketing
Automation
Blog Post**

**Software
Service
Page**



Identifying the right audience

Use Google Analytics to understand the pages that your users value the most



Segment that data!

Select a timeframe

The screenshot displays the Google Analytics 'All Users' segment configuration page. At the top right, a dropdown menu shows the selected timeframe 'Nov 1, 2019 - Nov 30, 2019', which is circled in orange. Below this, the 'Explorer' section is set to 'Entrance Paths'. The main content area is currently empty. At the bottom, the 'Include' filter is set to 'Landing Page' (circled in orange) with the operator 'Containing' and the value 'blog'. The primary dimension is 'Landing Page' and the secondary dimension is 'Other'. The interface also shows options for 'Sessions' vs 'Select a metric', view toggles for 'Day', 'Week', and 'Month', and a search bar with 'advanced' filters.

Sort by a website category

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Segment that data!

Sort by Avg. Session Duration

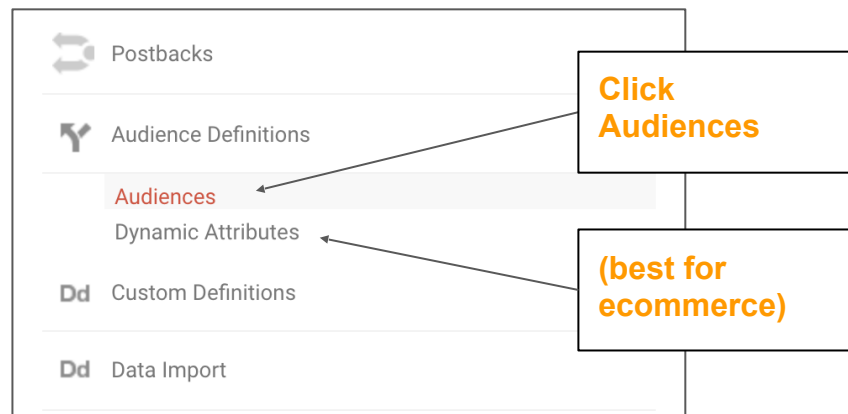
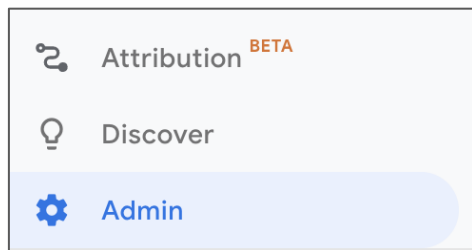
Landing Page ?	Acquisition			Behavior		
	Sessions ?	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ? ↓
						00:00:41 Avg for View: 00:01:19 (-47.75%)
1.						00:02:19
2.						00:01:46
3.						00:01:43
4.						00:01:40
5.						00:01:27

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Segment that data!



Segment that data!



Audiences

Create audiences to engage with your users through Google's Audience marketing integrations, like Remarketing Lists for Search Ads and Remarketing on the Google Display Network, or with users who return to your site with Google Optimize 360. [Learn More](#)

✓ Audience source Edit
View: CommuniGator Website (Minus Internal IP)

2 Audience definition

Create New Import Segment

Recommended Audiences

- Smart List ?
- All Users
- New Users ?
- Returning Users ?
- Users who visited a specific section of my site (e.g. /index.html, shirts, /cart/) ?
- Users who completed a goal conversion ?
- Users who completed a transaction ?

Ensure the audience source is the current GA property

Click 'Create New'

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Segment that data!



Audience Builder

Demographics

Segment your users by demographic information.

Age ? 18-24 25-34 35-44 45-54 55-64
 65+

Gender ? Female Male Unknown

Language ? contains []

Affinity Category (reach) ? contains []

In-Market Segment ? contains []

Other Category ? contains []

Location ? Continent contains []

Apply Cancel

No Filters

[Admin > Audiences](#)
[> Create New](#)

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Segment that data!



Audience Builder [X]

Demographics

Technology

Behavior 1

Date of First Session

Traffic Sources 1

Advanced

Conditions 2

Sequences

Behavior
Segment your users by how often they visit and conduct transactions.

Sessions ? = []

Days Since Last Session ? = []

Transactions ? per user = []

Session Duration ? per session ≥ 180 [X]

Behavior [X]
Session Duration ≥ 180

Traffic Sources [X]
Medium: contains "organic"

Conditions [X]
Landing Page: contains "blog"
Landing Page: not contain "thank-you"
Keyword: not contain "communicator"

Session Duration greater than or equal to 180 seconds

Searched a non-branded keyword and found one of our blog pages.

Didn't submit an enquiry

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Segment that data!



Behavior
Session Duration ≥ 180

Traffic Sources
Medium: contains "organic"

Conditions
Landing Page: contains "blog"
Landing Page: not contain "thank-you"

Demographic information can only be used in Display

Users over last 7 days ? ×
32

Membership duration ?
30 days

Lookback days ?
30 days

Eligibility ?
Google Ads (Display)
Google Ads (RLSA)
Google Analytics
External Partners (Salesforce Marketing Cloud)

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Segment that data!



3 Audience destinations

Choose the destinations where you'd like to publish your audience.

Note: You cannot change the destination account for Google Ads/Google Marketing Platform destinations after publishing. [?](#)

+ Add destinations ▼

You have selected 1 destination.



Google Ads

master Adwords account



Ensure that there is consistency between behaviour and messaging. What is the incentive to return?

Creating Search Ads

Google ip lookup software

Q All Shopping News Images Videos More Settings Tools

About 30,900,000 results (0.55 seconds)

Ad · www.solarwinds.com/ ▾
IP Address Scanner | Identify Issues Quickly | SolarWinds.com
Regular Scans Help Revise Required Data. Free Trial From SolarWinds. Reduce Downtime. Affordable Solutions. Free 30 Day Trial. Easy Reporting. Powerful IT Management. Automated Discovery. Services: Network Management, Systems Management, IT Security.

Systems Management SolarWinds® Offers 11 Products to Tackle Your IT Issues. Free Trial!	Network Management We Offers 12 Products to Solve Your Network Issues. Free Trial!
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www.advanced-ip-scanner.com ▾
Advanced IP Scanner - Download Free Network Scanner.
Advanced IP Scanner shows all network devices, gives you access to shared folders, and can even remotely switch computers off. Download it Free.
[Support](#) · [About Us](#) · [Help](#)

www.communigator.co.uk › Lead Generation ▾
IP Lookup Software | Lead Generation | CommuniGator
IP lookup software is a tool that allows you to identify the IP addresses of the website visitors landing on your website. Everyone has an IP address (like a ...

www.solarwinds.com › free-tools › ip-address-tracker ▾
FREE IP Address Tracker | SolarWinds
Download IP Address Tracker for free, and detect IP conflicts using integrated ... this power, but still want SolarWinds award-winning software on your machine?

www.solarwinds.com › ip-address-manager › use-cases › ip-address-tr... ▾
IP Address Tracker - IP Tracking Software (FREE TRIAL ...
Discover and track IP address with our IP tracker software. Download FREE trial to access insights across the network. Save time and perform IP address ...

To appear at the time the user searches

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Retargeting Ads

Creating Search Ads

Audiences

Select audiences to add to your campaign. You can create new audiences in [Audience Manager](#).

SEARCH IDEAS (11) BROWSE 1 selected CLEAR ALL

Try "makeup & cosmetics"

Website visitors

SEO Traffic to Blog Pages

Recently selected audiences (1)

Website visitors

SEO Traffic to Blog Pages

Audiences targeting setting for this campaign

Targeting *formerly "Target and bid"*
Narrow the reach of your campaign to the selected audiences, with the option to adjust the bids

Observation (recommended) *formerly "Bid only"*
Don't narrow the reach of your campaign, with the option to adjust the bids on the selected audiences

This setting ensures only the remarket list is shown the ad.

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Creating Search Ads

Audience name

List members Select the type of visitors from which you'd like to create an audience. [Learn more](#)

Visitors of a page

Visited page Include people that visited a page with the following rules. Parameter names and values are not case sensitive. [Learn more](#)

Match any rule group

A visited page must match every rule in this group

URL contains AND

OR

Pre-fill options Choose between pre-filling the list or starting with an empty one

Pre-fill list with people who matched the rules within the past 30 days

Start with an empty list

Google Ads can pre-fill your list with people who have interacted with your business in the previous 30 days, or you can start with an empty list.

Membership duration People stay in this audience for 30 days

Description Add an audience description (optional)

Your use of remarketing lists must comply with the [Personalized advertising policy](#) and the [Google EU user consent policy](#).

You can create audiences in Google ads using Audience manager

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Creating Display Ads

People: who you want to reach
Define your Audiences, Demographics, or both

Audiences

Select audiences to define who should see your ads. You can create new audiences in [Audience Manager](#).

Edit targeted audiences DONE

SEARCH IDEAS (28) BROWSE 1 selected CLEAR ALL

Try "beauty mavens"

Website visitors

Recently selected audiences (1)

Website visitors

SEO Traffic to Blog Pages

Demographics Reach people based on age, gender, parental status, or household income

Content: where you want your ads to show
Narrow your reach with Keywords, Topics, or Placements

CONTENT TARGETING

Think about where else your prospect may be on the web.

Use demographics to find similar interests of your target prospect and target those websites as well.

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Creating Youtube Ads

📅 PLANNING

Performance Planner

Keyword Planner

Reach Planner

📖 SHARED LIBRARY

Audience manager

Bid strategies

Negative keyword lists

Placement exclusion lists

📄 BULK ACTIONS

All bulk actions

Rules

Scripts

Uploads

⌚ MEASUREMENT

Conversions

Google Analytics

Search attribution

⚙️ SETUP

Account map ^{NEW}

Account access

Linked accounts

Preferences

API Center

Google Merchant Center 

💰 BILLING

Billing setups

Payments Profiles

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Retargeting Ads - It's déjà vu, but it works



Creating Youtube Ads



Gain insight into how viewers engage with your videos. Remarket to people who interact with your channel, track actions people take after watching video ads, and drive clicks with call-to-action overlays.

[DETAILS](#)

Link YouTube to Google Ads?

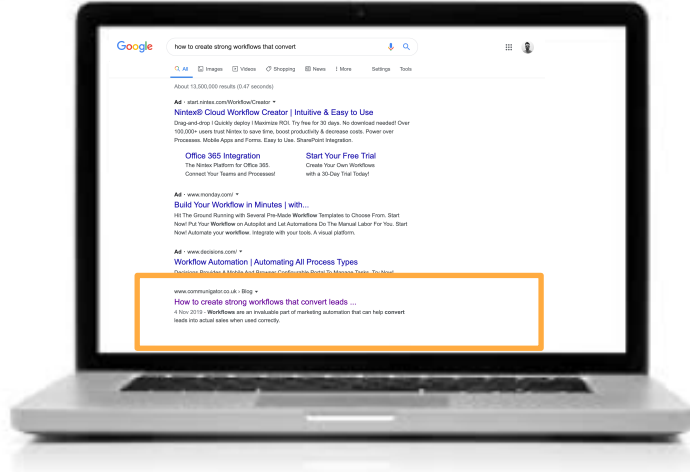
To link a YouTube channel, you must own the channel or be granted permission by the channel owner. Your channel link must be verified in both YouTube and Google Ads. [Learn more](#)

[CANCEL](#) [ADD CHANNEL](#)



**Split-testing segments and
landing pages can help you
understand user requirements**

Split-test Segments & Landing Pages



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Split-test Segments & Landing Pages



Which page do we remarked them to?



Pricing Page

Whitepaper Download

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Split-test Segments & Landing Pages



Which page do we remarked them to?



Pricing Page



Whitepaper Download

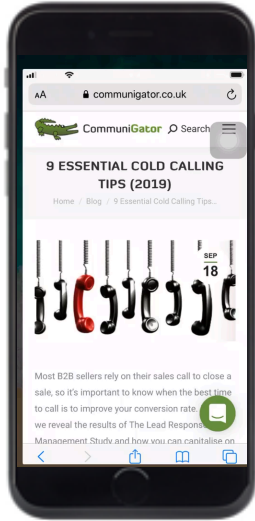


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Split-test Segments & Landing Pages



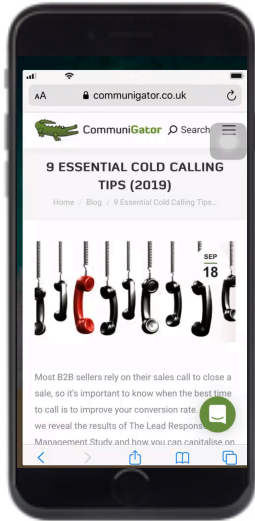
Landing Page ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	516 % of Total: 0.56% (92,693)	85.85% Avg for View: 51.98% (65.15%)	443 % of Total: 0.92% (48,185)	90.12% Avg for View: 80.53% (11.90%)	1.17 Avg for View: 1.48 (-20.92%)	00:00:32 Avg for View: 00:01:22 (-60.68%)
1. /blog/cold-calling-tips/	516(100.00%)	85.85%	443(100.00%)	90.12%	1.17	00:00:32

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Split-test Segments & Landing Pages



Landing Page ?	Acquisition			Behavior		Avg. Session Duration ?
	Visits	Conversion Rate	Pages / Session	Bounce Rate	Pages / Session	
	516	85.85%	443	90.12%	1.17	00:00:32
	% of Total: 0.56% (92,693)	Avg for View: 51.98% (65.15%)	% of Total: 0.92% (48,185)	Avg for View: 80.53% (11.90%)	Avg for View: 1.48 (-20.92%)	Avg for View: 00:01:22 (-60.68%)
1. /blog/cold-calling-tips/	516(100.00%)	85.85%	443(100.00%)	90.12%	1.17	00:00:32

Reading 2,000 words in 32 seconds? I'm not so sure..

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Retargeting Ads - It's déjà vu, but it works



Split-test Segments & Landing Pages

The screenshot shows the Audience Builder interface with a sidebar on the left containing categories: Demographics, Technology, Behavior, Date of First Session, Traffic Sources, Advanced, Conditions (highlighted with a '1' badge), and Sequences. The main area is titled 'Conditions' and contains the instruction 'Segment your users and/or their sessions according to single or multi-session conditions'. A filter is applied: 'Sessions' with the operator 'Include'. The filter criteria are: 'Landing Page' contains '/blog/cold-calling-tips', 'Landing Page' does not contain '/resources-document:', and 'Landing Page' does not contain '/thank-you-message/'. A '+ Add Filter' button is at the bottom. A 'Conditions' summary box on the right lists the three conditions. At the bottom are 'Apply' and 'Cancel' buttons.

Audience Builder

Demographics

Technology

Behavior

Date of First Session

Traffic Sources

Advanced

Conditions 1

Sequences

Conditions

Segment your users and/or their sessions according to single or multi-session conditions

Filter Sessions ▾ Include ▾

Landing Page ▾ contains ▾ /blog/cold-calling-tips - OR AND

AND

Landing Page ▾ does not contain ▾ /resources-document: - OR AND

OR

Landing Page ▾ does not contain ▾ /thank-you-message/ - OR AND

+ Add Filter

Conditions

- Landing Page: contains "/blog/cold-calling-tips/"
- Landing Page: not contain "/resources-documents/"
- Landing Page: not contain "/thank-you-message/"

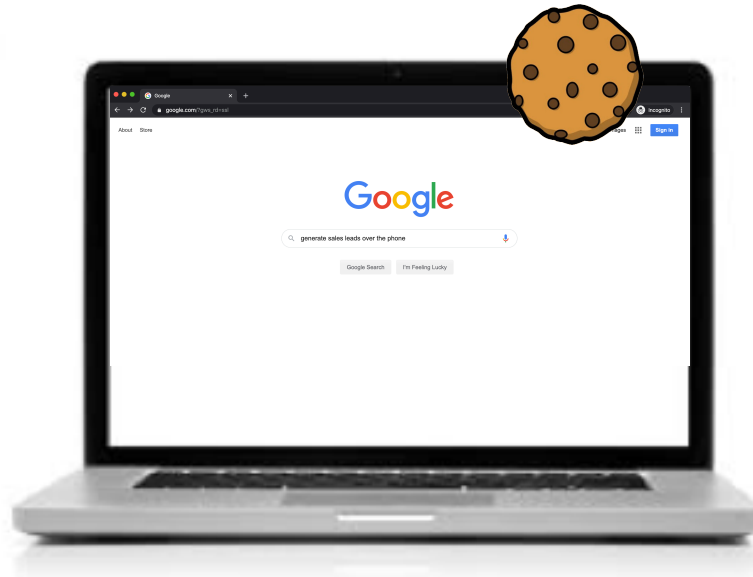
Apply Cancel

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Split-test Segments & Landing Pages

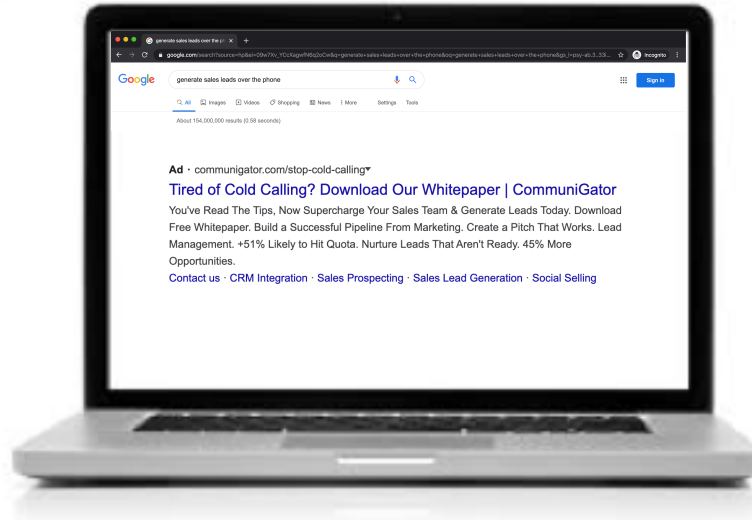


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Split-test Segments & Landing Pages

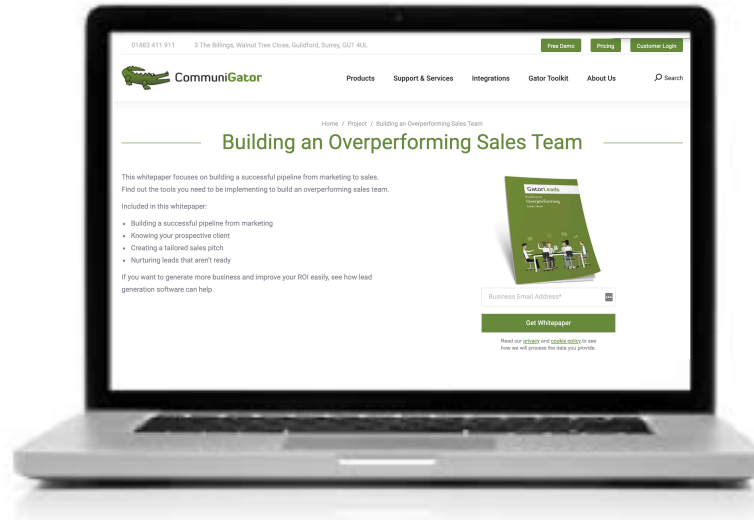


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Split-test Segments & Landing Pages









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Why Not Try These Segments?

CommuniGator vs Competition

 CommuniGator vs Dotdigital Email is just one part of our marketing automation platform Find out more	 CommuniGator vs ClickDimensions B2B marketing automation designed for any CRM Find out more	 CommuniGator vs Pardot Improve your marketing execution and reporting Find out more
 CommuniGator vs Marketo Our marketing automation is designed for your lead generation Find out more	 CommuniGator vs MailChimp We focus on more than just your email marketing Find out more	 CommuniGator vs Eloqua The easier UK marketing automation platform to use Find out more

Create a sequence of users that are spending time reviewing your services against competition

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Why Not Try These Segments?

Audience Builder [Close]

Demographics

Technology

Behavior

Date of First Session

Traffic Sources

Advanced

Conditions 1

Sequences

Conditions
Segment your users and/or their sessions according to single or multi-session conditions.

Filter Sessions ▾ Include ▾ [X]

Landing Page ▾ contains ▾ /communicator-vs-coi [- OR AND]

+ Add Filter

Conditions [X]
Landing Page: contains
"/communicator-vs-competition/"




Remember this?

“The average click-through rate (CTR) for display ads is 0.07%, but it’s 0.7% for retargeted display ads.”



Why Not Try These Segments?

See how we generated
300% ROI in this case
study



CommuniGator's Lead
Generation Case Study

[Download Now](#)

We see you 👁️

GatorLeads

IP Tracking Software

[Grab Your Free Trial](#)

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Try building segments around closely related blog content

Sales

HOW TO OVERCOME THE 3 MOST COMMON SALES OBJECTIONS

Home / Blog / How to overcome the 3...

CLOSE A SALES DEAL IN 5 WORDS

Home / Blog / Close a sales deal in...

HANDLING SALES OBJECTIONS

Home / Blog / Handling Sales Objections



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Free Demo | Privacy | Customer Login

CommuniGator

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Home / Report / Building an Overperforming Sales Team

Building an Overperforming Sales Team

This whitepaper focuses on building a successful pipeline from marketing to sales. Find out the tools you need to be implementing to build an overperforming sales team.

Included in this whitepaper:

- Building a successful pipeline from marketing
- Knowing your prospective client
- Creating a tailored sales pitch
- Nurturing leads that aren't ready

If you want to generate more business and improve your ROI easily, see how lead generation software can help.

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Marketing

6 SUCCESSFUL SOLUTIONS TO CREATING AN ENTICING MARKETING CAMPAIGN

Home / Blog / 6 Successful Solutions to Creating...

THE 4 PILLARS OF SUCCESSFUL MARKETING

Home / Blog / The 4 pillars of successful...

WHY YOU SHOULD USE CONTENT MARKETING IN YOUR DIGITAL STRATEGY

Home / Blog / Why you should use content...



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CommuniGator

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Home / Report / Managing B2B Marketing Automation in...

Managing B2B Marketing Automation in 2019

We team up with Smart Insights every year to produce an in-depth report on Marketing Automation and how B2B marketers use it within their strategy. Understand the current drivers and barriers to B2B adoption in the automation arena. Use this report to see how marketing automation software is used in reality versus in practice.

In particular, this report will cover:

- Email automation
- Targeting techniques
- Web personalisation/adoption
- Benefits of marketing automation.

If you're interested in seeing how a marketing automation platform could work for your B2B marketing strategy take a look at the [CommuniGator suite](#). See how managing all your marketing in one place this year could transform your results.

Business Email Address*

Get Whitepaper

Read our [privacy](#) and [cookie policy](#) to see how we will protect the data you provide.

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**Youtube is the 2nd largest
search engine globally and, yes,
your target audience is on there.**

Creating Youtube Ads

Advertisers Can Now Target **YouTube Ads Based** on People's **Google Search** Histories. By Garrett Sloane. Published on January 20, 2017. **Google** is going to let advertisers target **YouTube ads based** on people's **search** histories, giving brands a whole new perspective into the consumer mindset. 20 Jan 2017



adage.com › article › digital › advertisers-target-youtube-ads-based-sear...

[Advertisers Can Now Target YouTube Ads Based on People's ...](#)

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Retargeting Ads - It's déjà vu, but it works



Creating Youtube Ads



Creating Youtube Ads



In the past year, **40%** of YouTube users turned to the platform to **learn more about a product** before they bought it.



Creating Youtube Ads

People want to hear the good and the bad

To get a full view of a product, people are actively seeking out frank reviews. As one YouTube user told us: “I want to hear the good and the bad. I also like to see how products perform in sub-optimum conditions.”

No doubt, people still look to brands for information. But that’s just one small part of their consideration process. They know brands will only tell part of the story, but they want the full picture before parting with their cash. As another viewer told us during our research: “When it’s not an actor on a commercial, it gives you a sense of security with your purchase.”

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So how can brands leverage
remarketing to tell the **full story**
on Youtube?

Youtube Ads

CommuniGator vs Competition

 CommuniGator vs Dotdigital Email is just one part of our marketing automation platform Find out more	 CommuniGator vs ClickDimensions B2B marketing automation designed for any CRM Find out more	 CommuniGator vs Pardot Improve your marketing execution and reporting Find out more
 CommuniGator vs Marketo Our marketing automation is designed for your lead generation Find out more	 CommuniGator vs MailChimp We focus on more than just your email marketing Find out more	 CommuniGator vs Eloqua The easier UK marketing automation platform to use Find out more

Create a sequence of users that are spending time reviewing your services against competition

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Youtube Ads

The screenshot shows the 'Audience Builder' interface. On the left is a sidebar with categories: Demographics, Technology, Behavior, Date of First Session, Traffic Sources, Advanced, Conditions (highlighted with a '1' badge), and Sequences. The main area is titled 'Conditions' and contains a filter configuration: 'Filter Sessions' (dropdown), 'Include' (dropdown), and a filter rule 'Landing Page' (dropdown) 'contains' (dropdown) '/communicator-vs-coi'. Below this is a '+ Add Filter' button. To the right, a 'Conditions' summary box shows 'Landing Page: contains "/>

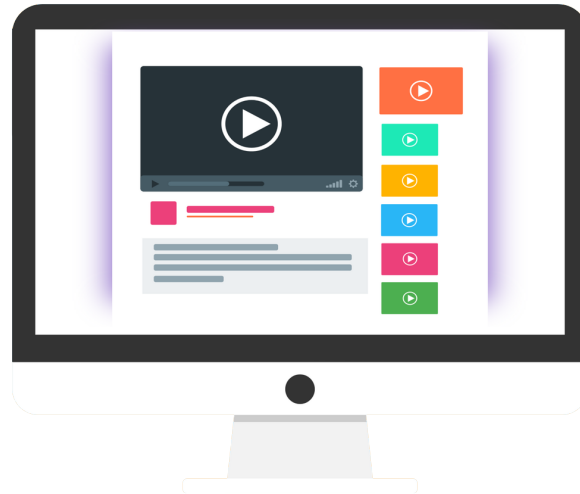
Target these users with a video review of your software.

Highlighting where it comes up short against competitors will help to give credibility.



Youtube Ads

Review of your
software or service



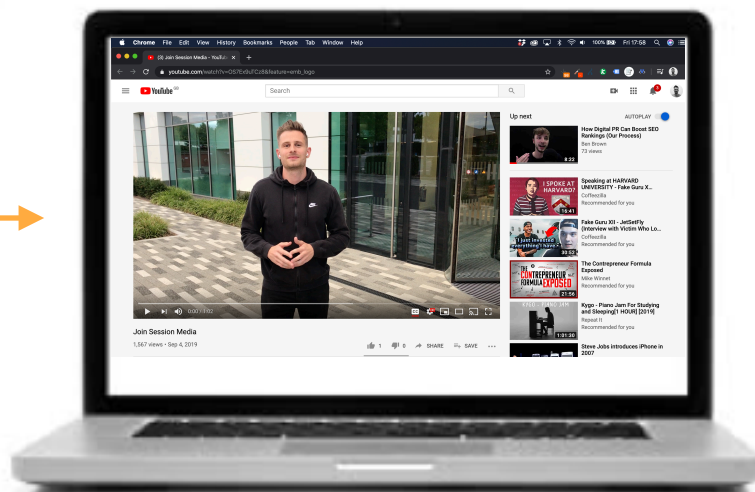
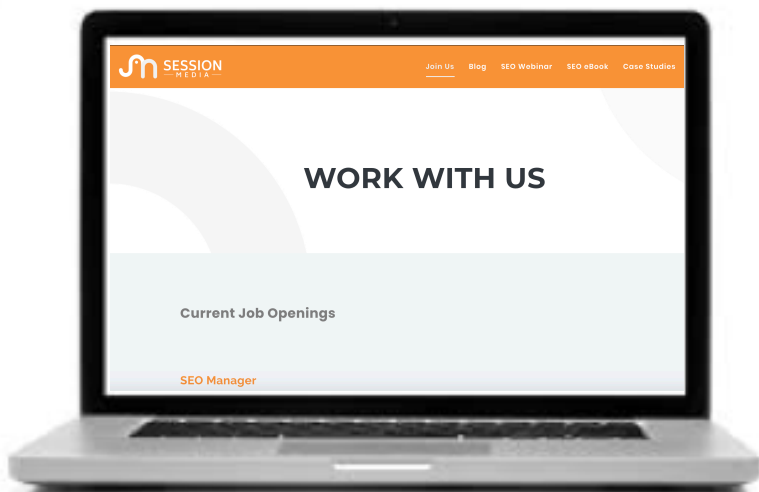
An ad for a free
webinar showing
how to use your
software

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Recruitment on Youtube

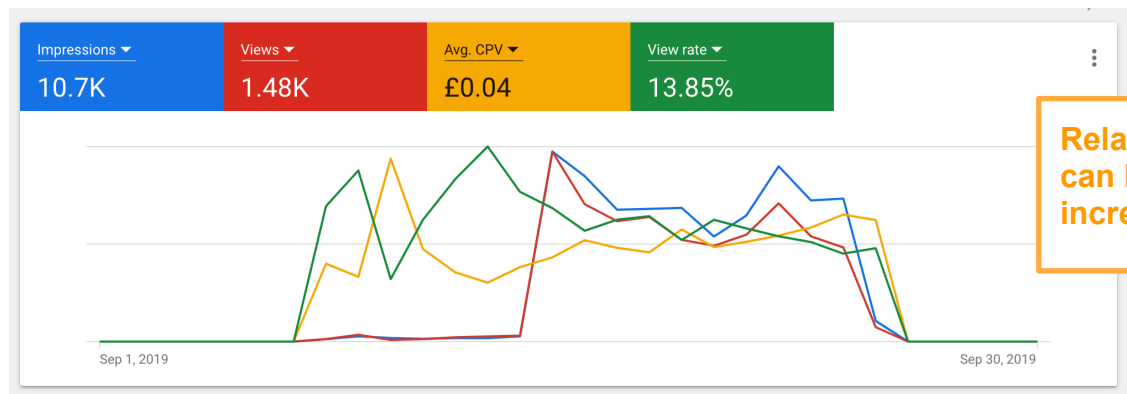


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Recruitment on Youtube



Relatively cheap CPV means that Youtube can be effective for brand awareness & increasing touchpoint of prospects

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LinkedIn

Why should I bother?

LinkedIn's members have 2X the buying power of the typical website audience, and 4 out of 5 LinkedIn users drive business decisions.

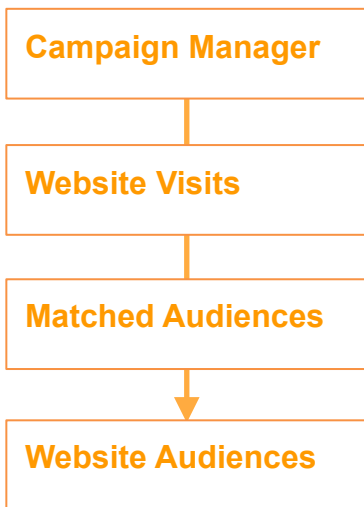


Why should I bother?

Users are not actively seeking solutions to problems, so therefore we have to lean on the creative more to capture attention.



Creating an audience



The screenshot shows a 'Create a website audience' dialog box. It includes a 'Name your audience' field with 'Landing pages' and a '200' character count. Below is a section for 'Retarget people who visit any of the following pages:' with a dropdown menu set to 'Pages that start with this URL'. A text input field contains 'Enter a URL', and there is a '+ Add URLs' link. At the bottom are 'Cancel' and 'Create' buttons. A disclaimer states 'By clicking "Create", I agree to these terms.' On the right side, there are three informational sections: 'Why should I use a website audience?', 'Why should I use page rules?', and 'Pages with URLs containing this word', each with explanatory text and examples.



Creating an audience

INCLUDE people who have **ANY** of the following attributes

Website Audiences

Non-converting visitors X +

Search [Learn more about targeting criteria](#)

Audience attributes Add targeting criteria like job title, industry, or skills	>	Company
		Demographics
		Education
		Job Experience
		Interests and Personas

Matched audiences
Use your data to retarget website visitors or reach known contacts and accounts

+ Narrow audience further (AND)

+ Exclude audience

LinkedIn tools may not be used to discriminate based on personal characteristics like gender, age, or actual or perceived race/ethnicity. [Learn more](#)

Additional layering opportunities are available to ensure that we are only getting in front of our target prospect.

But you must have at least 300 members in an audience to launch the campaign.

The audience can take up to 48 hours to propagate.

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**59% of executives would rather
watch a video about a product
or service than read about it**


<https://www.linkedin.com/pulse/role-video-linkedin-native-finally-here-viveka-von-rosen/>


Get Creative


Ad format

Choose your ad format


 Single image ad

 Carousel image ad

 Video ad

 Message ad

To run this campaign, you **MUST** have a Company or Showcase Page associated with this account.

Associate a Company Page 

[Create new LinkedIn Page +](#)

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Retargeting Ads - It's déjà vu, but it works



Remember the Youtube Ads?

Review of your
software or service



An ad for a free
webinar showing
how to use your
software

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Get Creative

Sponsored Content

Suggested for you



LinkedIn Marketing Solutions

Promoted

Learn how you can drive awareness and build relationships with your prospects using LinkedIn Company Pages: https://lnkd.in/gk_nVfc



332 Likes · 7 Comments

Like Comment Share

Sponsored in mail

Messaging



Search messages



Jan 3

, I hope the recommendations help! I know



Blue Cross Blue Shi... Dec 18

Sponsored • What Gets Measured Gets Done



Dec 7

t is now a connection.



Nov 28

These are not in the services I can offer. I'd recommend hiring

Text Ads

You could save hundreds on MetLife Auto® insurance through work



Save hundreds per year

Get Quote

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Retargeting Ads - It's déjà vu, but it works



Get Creative

Sponsored Content

Suggested for you



LinkedIn Marketing Solutions

Promoted

Learn how you can drive awareness and build relationships with your prospects using LinkedIn Company Pages: https://lnkd.in/gk_nVfc



332 Likes · 7 Comments

Like Comment Share

Works in a similar way to Facebook

Good to drive users to whitepaper downloads

Good for increasing social followers and brand awareness

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Retargeting Ads - It's déjà vu, but it works



Get Creative

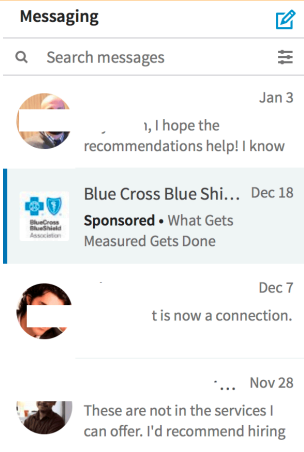
We're not a huge fan of these but if you do create a campaign for them..


Make use of the hyper-targeting feature & don't be a creep!


Target users that have shown serious interest in web engagement and even then, offer a helping hand.


Reignite an old CRM list or segment based on non-converters


Sponsored in mail





Messaging 

Search messages 

 Jan 3
..., I hope the recommendations help! I know

 Blue Cross Blue Shi... Dec 18
Sponsored • What Gets Measured Gets Done

 Dec 7
t is now a connection.

 ... Nov 28
These are not in the services I can offer. I'd recommend hiring

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Retargeting Ads - It's déjà vu, but it works



Get Creative

Target based on a vertical

CEO's may want to know opportunities they're missing out on.

CMO's may want to know about trends and the next hot thing.

Can you safely say that your segment will all be interested in your message?

Sponsored in mail

The screenshot shows an email inbox interface. At the top, there's a header "Messaging" with a blue envelope icon. Below it is a search bar labeled "Search messages" with a magnifying glass icon and a menu icon. The inbox contains several messages:

- A message from a person with a profile picture, dated "Jan 3", with the text: ", I hope the recommendations help! I know".
- A sponsored message from "Blue Cross Blue Shi..." dated "Dec 18". The subject is "Sponsored • What Gets Measured Gets Done". The logo for Blue Cross Blue Shield of Michigan is visible on the left.
- A message from a person with a profile picture, dated "Dec 7", with the text: "t is now a connection."
- A message from a person with a profile picture, dated "Nov 28", with the text: "These are not in the services I can offer. I'd recommend hiring".

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Retargeting Ads - It's déjà vu, but it works



Get Creative

Used in a similar way to display ads through the Search Network.

Great for brand awareness but typically have a lower CTR than traditional remarketing ad creatives.

Text Ads

Ad ...
You could save hundreds on MetLife Auto® insurance through work

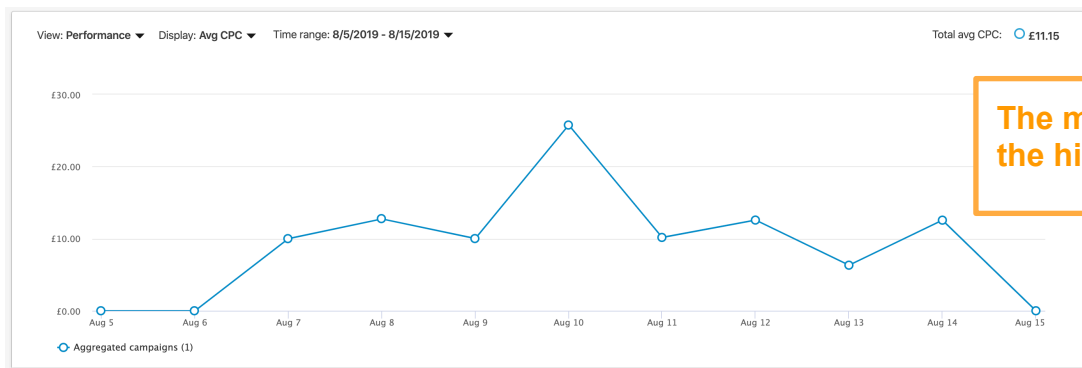


Save hundreds per year

[Get Quote](#)



Reporting



The more senior and targeted the user, the higher the CPC you will pay.

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Retargeting Ads - It's déjà vu, but it works



Reporting

View: Demographics | Display: Company industry | Columns: Performance | Time range: 8/5/2019 - 8/15/2019

Demographics metrics are applied to the selected ad group. [Learn More](#)

Name	Impressions	Clicks	Average CTR
Higher Education	1,168 (17.76%)	7 (18.92%)	0.6%
Government Administration	940 (14.29%)	7 (18.92%)	0.74%
Information Technology Services	512 (7.79%)	8 (21.62%)	1.56%
Education Management	482 (7.33%)	Below reporting minimum	-
Research	442 (6.72%)	4 (10.81%)	0.9%
Transportation/Trucking/Railroad	372 (5.66%)	Below reporting minimum	-

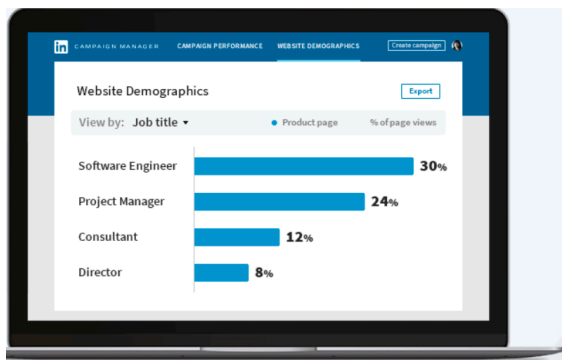
Though reporting can be far more accurate than what you may typically find on Google.

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Reporting



Demographics allow us to understand the the users that are visiting but not converting and then put our messages in front of those we really want to convert.

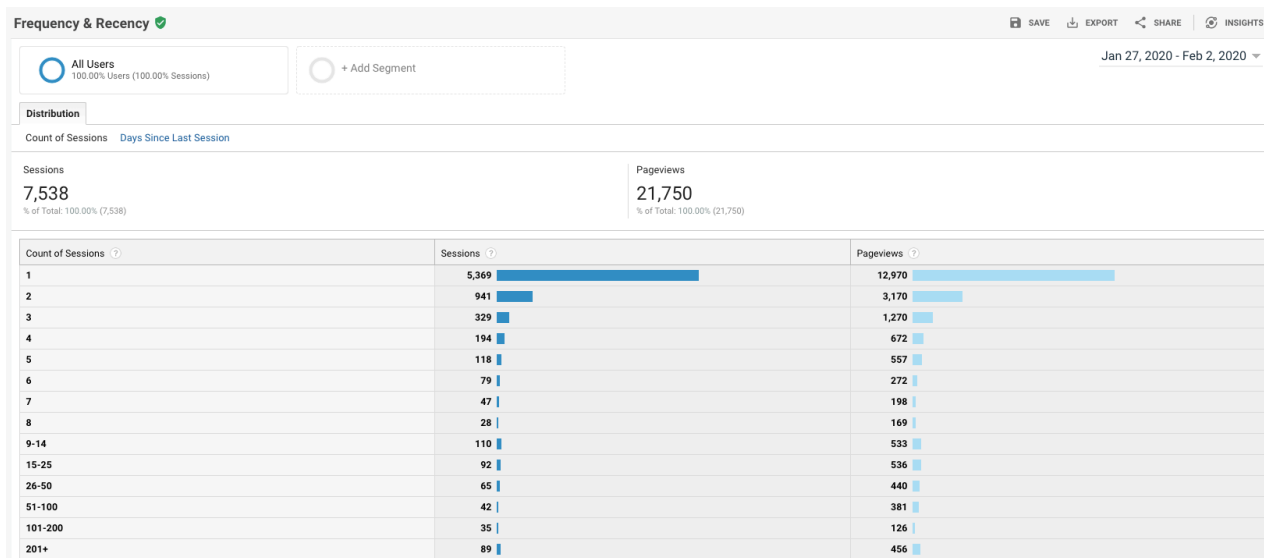
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Frequency Capping

Google Analytics
> Behaviour >
Frequency &
Recency



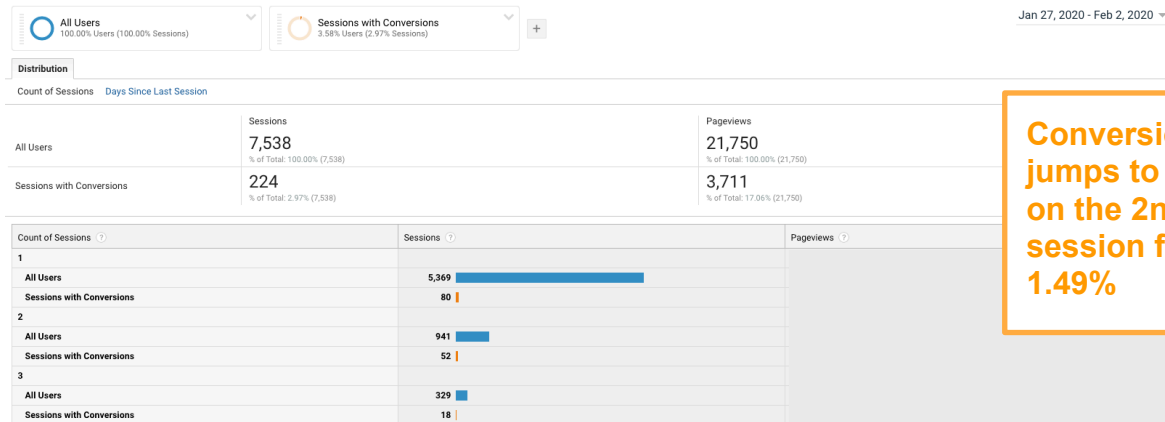
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Retargeting Ads - It's déjà vu, but it works



Frequency Capping

Use the data available and test frequency.



Conversion rate jumps to 5.4% on the 2nd session from 1.49%



Summary

- Score and segment prospects based on which pages they visit & time spent on your website.
- Ensure consistency between behaviour and messaging.
- Split test audience segments with landing pages and measure behaviour
- Leverage the channel with the creative and the message.
- Continually split test audience segments, creative, channels and encourage creativity.



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Search Engine Sessions

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