



Webtrekk CAMPUS

Filling Google Remarketing Lists
with Webtrekk Marketing Automation

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A remarketing list is a collection of visitors of ones website. With that Google Adwords gives you the opportunity to show ads to targeted visitors.

Webtrekk Marketing Automation uses customer's behaviour on the website in real-time to built up those lists.

Example for use cases with trigger:

- Bid more money for users, who are likely to generate a high revenue.
Trigger: Product with an order value greater than 100€ in the shopping cart.
- Bid less money for users, who have often returned products.
Trigger: Return rate greater than 50%.
- Show appropriate ads of product categories, from which users have already bought something on your website.
Trigger: Purchased product category = Shoes .

With the usage of Webtrekk 2 advantages over the direct integration of the Google Remarketing Tag amount:

- For target groups not only in-session-behaviour can be used, also all historical data is available (e.g. RFM/RFE-groups, Information about returns)
- The data security increases, because no Google Remarketing Tag is integrated and thus, no unnecessary data is disclosed to third-party suppliers.

In this document, we are going to set up a remarketing list for „High Potential Buyers“. The trigger in Webtrekk Marketing Automation is activated when a product has been added to the shopping cart. All appropriate users will be added to the remarketing list.

2 Creating Remarketing Lists in Google Adwords

At first it is necessary, that a remarketing list is being created in Google Adwords.

In a Google Adwords account you can create a new remarketing list through „*Shared library > Audiences > + Remarketing List*“

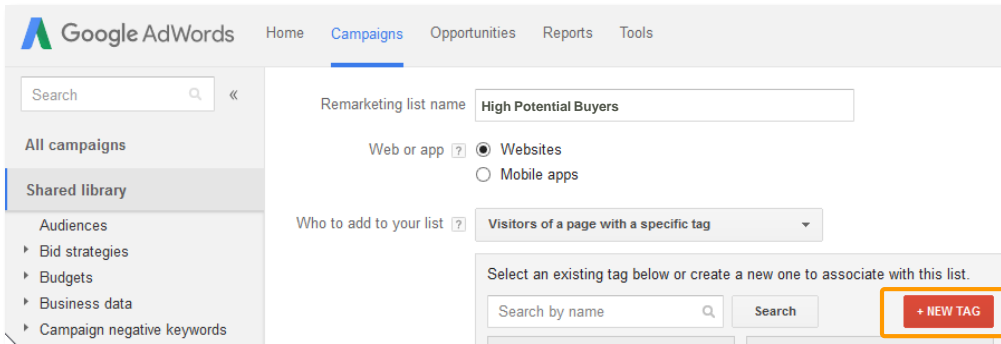
The screenshot shows the Google AdWords interface for the 'Audiences' section. The left sidebar contains navigation options like 'All campaigns', 'Shared library', and 'Audiences' (highlighted). The main content area displays a table of existing audiences and a '+ REMARKETING LIST' button. A yellow warning box states: 'Rule-based lists are most effective when your entire site is tagged. You can use a tag from an existing list, or create a new list to get a new tag. Learn more about tagging your site'. A 'Remarketing tag' box on the right indicates that no AdWords tag was detected on the website or app.

<input type="checkbox"/>	Audiences	Type ?	Membership status ?	Membership duration ?	List size (Google search) ?	List size (Display Network) ?	Tags / Definitions ?	Labels ?
<input type="checkbox"/>	All converters People who converted on your site. Based on yo...	Automatically created	Open	180 days	--	--	List defined by rules	--
<input type="checkbox"/>	All_Users_Tag	Tag-based	Open	540 days	--	82,000	All_Users_Tag [Tag]	--
<input type="checkbox"/>	Similar to All_Users_Tag	Similar audience	Open	30 days	Unavailable - Display only	--	--	--
<input type="checkbox"/>	Hauptliste Automatisch erstellt. Verwenden Sie das Tag in di...	Tag-based	Open	30 days	--	--	Remarketing-Tag [Tag]	--

2 Creating Remarketing Lists in Google Adwords

Choose a suitable list name, e.g. „*High Potential Buyers*“, select „*Websites*“ as a type and „*Visitors of a page with a specific tag*“ in order to track all users from your website.

Click „*+ New Tag*“ for the creation of a new tag.



The tag can be found in „Audiences“. There you can see and copy the remarketing code (e.g. into a text file). This code is necessary for the campaign creation in Webtrekk Marketing Automation.

The screenshot shows the Google AdWords interface. On the left is a navigation sidebar with categories like 'All campaigns', 'Shared library', 'Bulk operations', 'Reports', and 'Labels'. The 'Shared library' section is expanded to show 'Audiences'. The main content area is titled 'Shared library > Audiences >' and displays details for a specific audience: 'Tag: Webtrekk Campaign 02_2016'. It includes two steps: 'Step 1: Check your privacy policy' and 'Step 2: Add the remarketing code to your entire site.'. A code block is provided for Step 2, containing the following JavaScript code:

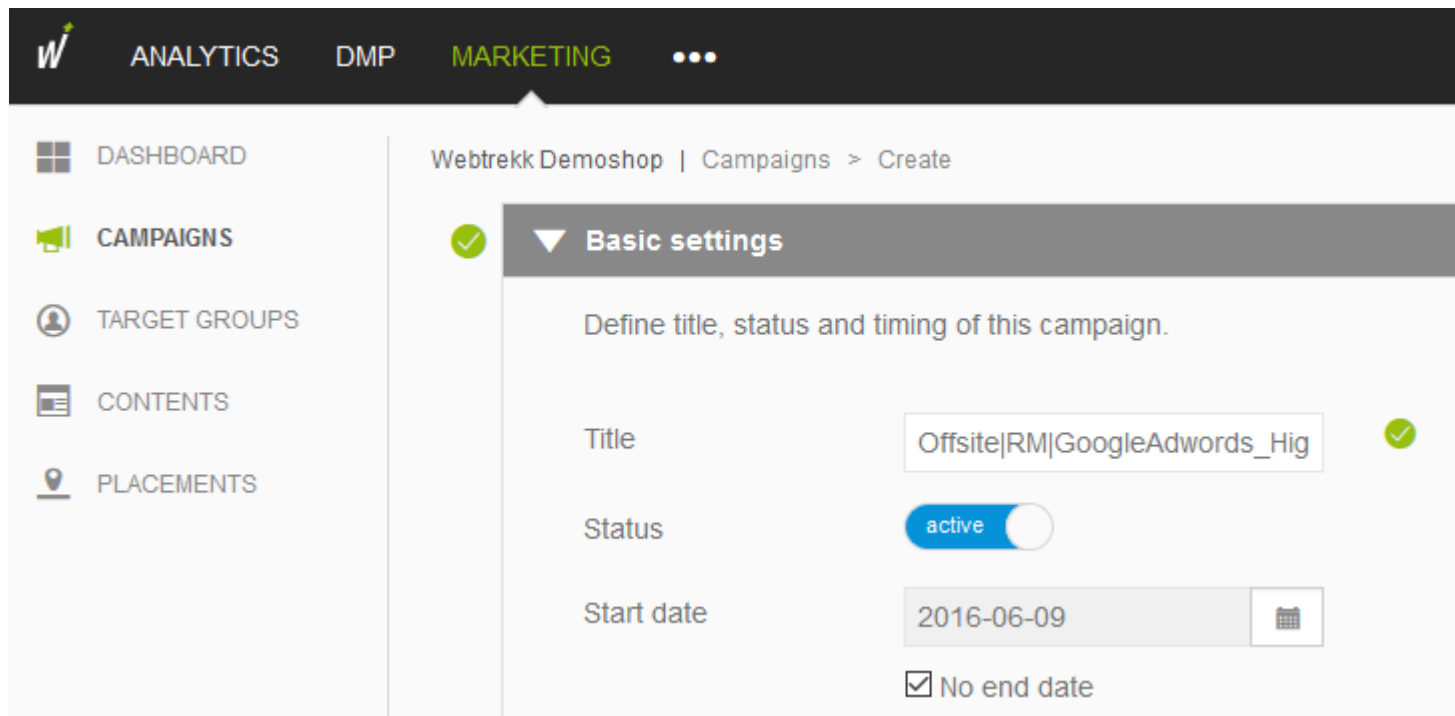
```
<!-- Google Code for RLSA Test01 -->
<!-- Remarketing tags may not be associated with personally identifiable information or placed on pages
related to sensitive categories. For instructions on adding this tag and more information on the above
requirements, read the setup guide: google.com/ads/remarketingsetup -->
<script type="text/javascript">
/*  */
var google_conversion_id = 1071151324;
var google_conversion_label = "mLn1COKPIWAQ3PHh_gM";
var google_custom_params = window.google_tag_params;
var google_remarketing_only = true;
/*  */
```

Below the code block is a 'Return to Audiences' button and a note: 'Reporting is not real-time. Clicks and impressions received in the last three hours may not be included here.'

The campaign creation takes place in:

Marketing > Campaigns > Create a new campaign

- Use an informative name. This simplifies the later analysis.

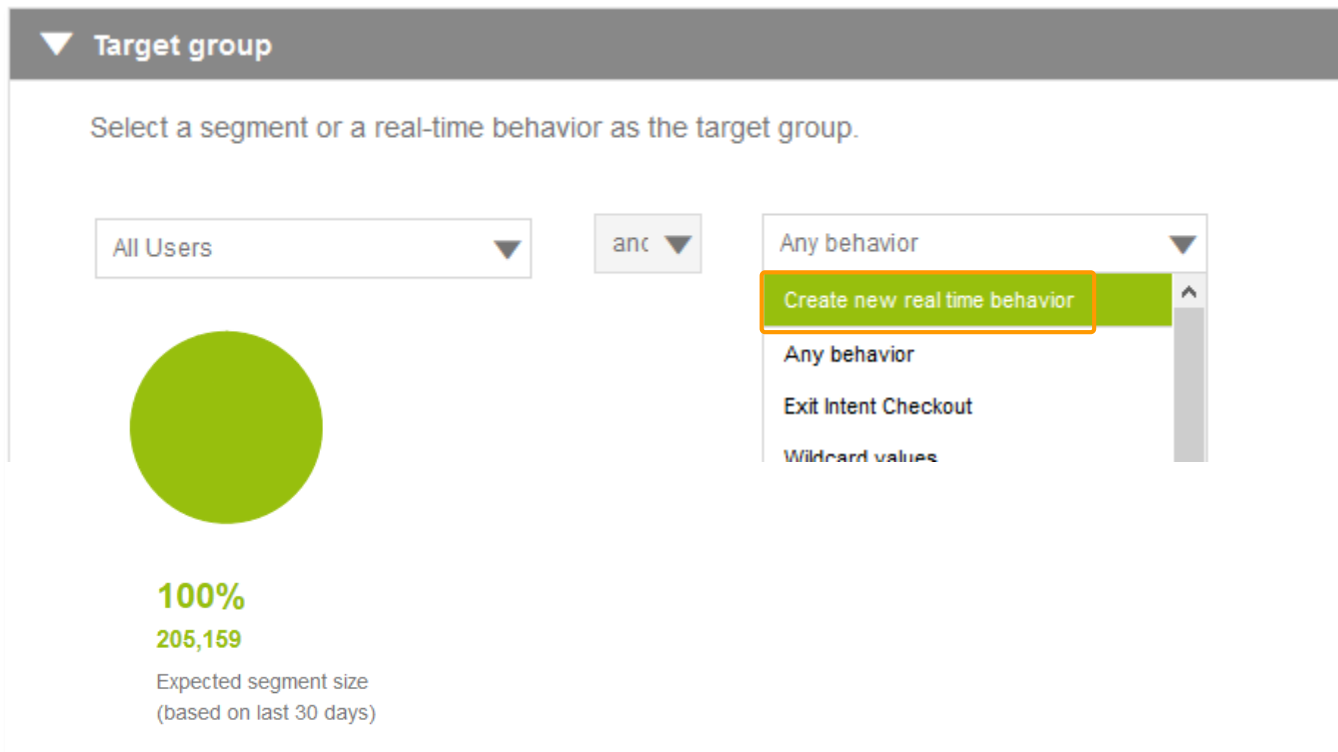


The screenshot displays the 'Marketing' section of the Webtrekk interface. The left sidebar contains navigation options: DASHBOARD, CAMPAIGNS (highlighted), TARGET GROUPS, CONTENTS, and PLACEMENTS. The main content area shows the 'Webtrekk Demoshop | Campaigns > Create' page. A 'Basic settings' section is expanded, containing the following fields:

- Title:** A text input field containing 'Offsite|RM|GoogleAdwords_Hig' with a green checkmark icon to its right.
- Status:** A toggle switch currently set to 'active'.
- Start date:** A date input field containing '2016-06-09' with a calendar icon to its right.
- No end date:** A checkbox that is checked.

Basic Settings  > Target Group

For our campaign, we have to create a Real-time Behaviour for all users.



▼ Target group

Select a segment or a real-time behavior as the target group.

All Users ▼ anc ▼ Any behavior ▼

100%
205,159
Expected segment size
(based on last 30 days)

Create new real time behavior
Any behavior
Exit Intent Checkout
Wildcard values

Basic Settings > Target Group

Define for the Custom trigger following rule: All customers, who have put at least 1 product into the shopping cart, shall be added to the remarketing list.

Create new real time behavior

- Basic settings
- Products_in_Basket
- Definition

Configure the real-time behavior with a predefined trigger and customise it.

Real-time behaviors are based on the visitor's behavior in the current session or request. Target groups based on real-time behaviors are suitable to trigger overlays.

Suitable placements: Overlay Onsite RTA

Define a new trigger

Show details and customize

Page

Number of produ... greater ... 0

+ Add Trigger

Filter:
„Number of products in basket“

Basic Settings  > Target Group  > Content

Select „Create a new Audience stream“.

▼ Content

Select the content for this campaign.

Content type

Audience stream

Basic Settings > Target Group > Content

Use an informative name and add the from Google Adwords copied code.

Create a new Audience stream

Basic settings

GoogleAdwords_HighPotential

Configuration

Define the remarketing URL and choose the parameter

URL

Paste Adtag

```
var google_remarketing_only = true;
/* ]]> */
</script>
<script type="text/javascript" src="//www.googleadservices.com/pagead/conversion.js">
</script>
<noscript>
<div style="display:inline;">

</div>
</noscript>
```

We found a google remarketing tag

Google conversion id:
966421444

Google remarketing url:
//googleads.g.doubleclick.net/pagead/viewthroughconversion/966421444/?value=1.00¤cy_code=EUR&label=VR6fCK-Pk2YQxNfpzAM&guid=ON&script=0

Cancel Use

The configuration in Webtrekk Marketing Automation is now complete.

Now you can use this information in Google AdWords for a campaign.

How often has the campaign been triggered?

In Webtrekk Marketing Automation the metric “Clicks” is available. This shows you, how often the trigger has activated the campaign.

The screenshot shows the Webtrekk Marketing Automation interface. The top navigation bar includes 'ANALYTICS', 'DMP', and 'MARKETING'. The main content area is titled 'Webtrekk Demoshop | Campaigns > Overview'. There are two tabs: 'Configuration' and 'Performance'. A search bar is present above the table. The table has the following columns: Campaign title, Status, Priority, Item views, Clicks, Click-through-rate, and Conversions. The 'Clicks' column for the first campaign is highlighted with an orange box.

Campaign title ^	Status ^	Priority	Item views ^	Clicks ^	Click-through-rate ^	Conversions ^
▶ Offsite RM GoogleAdwords_HighPotential R Products_in_Basket 20160525	active		0	768	0.00 %	0

Hint: When a visitor has put several products into his basket, he will be counted multiple times into “Clicks”.

How many users have been added to the remarketing list?

If you want to find out, how many unique users have been added to the list, you have to use Webtrekk Analytics. For this, click on the button „Explore in Analytics“.

The screenshot shows the Webtrekk Marketing Overview page. The navigation bar includes 'ANALYTICS', 'DMP', and 'MARKETING'. The main content area has tabs for 'Configuration' and 'Performance'. A search bar is present. A table lists campaign data with columns for Campaign title, Status, Priority, Item views, Clicks, Click-through-rate, and Conversions. The 'Explore in Analytics' button is highlighted with an orange box.

Campaign title ^	Status ^	Priority	Item views ^	Clicks ^	Click-through-rate ^	Conversions ^
▶ Offsite RM GoogleAdwords_HighPotential R Products_in_Basket 20160525	active		0	768	0.00 %	0

Add the metric „Visitors“ into the Teaser Performance analysis.

The screenshot shows a table for Teaser Performance analysis. The table has columns for various metrics and a 'Visitors' column. The 'Visitors' column is highlighted in blue. The table shows data for 'Remarketing - All Pages' and 'Offsite|RM|GoogleAdwords_HighPotential|R|Products_in_Basket|20160525'.

Teaser - Placement	Teaser - Campaign	Teaser - Item Name	Teaser - Control Group	Visitors
▼ Remarketing - All Pages				655
▼ Offsite RM GoogleAdwords_HighPotential R Products_in_Basket 20160525				655

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