



**SNS COLLEGE OF
TECHNOLOGY
(An Autonomous Institution)
COIMBATORE- 641 035**



**Department of Computer Science and Engineering
19CSO404 – Fundamentals of Digital Marketing**

TYPES OF REMARKETING

Focusing on bringing back users for conversions:

- If the company has a low-traffic website, it can get away with very general remarketing audience that targets all users.
- For high traffic website, marketers could create different remarketing audiences based on specific pages that users have visited.

Focusing on upselling current customer:

- One can remarket to users who have successfully checked out and purchased your products. For e.g. If the user bought laptop then, complementary products such as Laptop bags can be promoted.

Focusing on Informing and retaining customers:

- Doing remarketing campaign with content such as use cases or testimonials can make your customers engage and build more trust in your business. Interaction between user and the customer.

Few practices marketer could follow to remarket ads are:

Stick to products that the users are already interested in:

- Marketers should attempt to make the user go back to their site

and make the purchase.

- For e.g when a customer spends time over a product, it shows that they have developed a liking for it. (Amazon shopping site)

Infuse urgency in marketing:

- Marketers can successfully perform actions using ad customizers that insert countdowns in the ad campaigns and more use of phrases such as **“LAST MINUTE DEALS”**

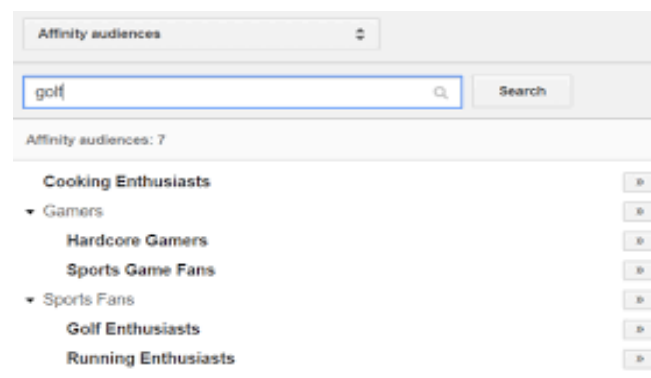
Push customers to complete the check-out process:

- Statistics show that 88% of the buyers have abandoned their online carts before completing a transaction.
- **Remarketing ads can be used to encourage the users to complete their checkout process.**
- One can reach out to audience based on their specific interests.

Affinity Audience:

Reach users based on what they're passionate about and their habits and interests.

E.g. Music lovers , pet lovers ,social media enthusiasts.



CUSTOM INTENT TARGETING:

- Custom intent audiences are a **Google Ads feature that allow businesses to control who sees their ads, based on users' previous activity online.**
- In practice, this gives you the chance to reach people who

are already searching for the product or service your business offers.

The image shows a search results page for 'See dog treats'. The page features a grid of product listings, each with a product image, name, price, and retailer. A green box with three arrows points to the first three products in the top row, containing the following text:

Potential dog treats product URLs to use for custom-intent audiences.
Only dog treats BUYERS will click on these results and visit these pages.

| Product Name | Price | Retailer |
|-------------------------------------|---------|-----------|
| Milk-Bone Small Manicheckle Do... | \$6.24 | Chewy.com |
| Milk-Bone Original Large... | \$11.93 | Chewy.com |
| Milk-Bone Soft & Chewy Chicken... | \$8.59 | Chewy.com |
| Carrie Carry Oats Beef Flavo... | \$1.48 | Chewy.com |
| Blue Buffalo Blue Bits Tarty... | \$3.97 | Chewy.com |
| Milk-Bone Soft & Chewy Beef &... | \$8.99 | Chewy.com |
| Milk-Bone Original Mediu... | \$11.93 | Chewy.com |
| Natural Balance L.I.T. Sweet... | \$7.18 | Chewy.com |
| Good'N'Fun Triple Flavored Kabob... | \$15.99 | Walmart |