



Pay Per Click Remarketing (Google Adwords)

Pay per Click Remarketing allows you to be visible to your previous website visitors through banner ads when they visit other sites across the Google Display Network. PPC remarketing ads enable you to retarget visitors such as those who have not completed a conversion -- like those who abandoned a shopping cart for some reason -- remarketing can make them return to your website and complete the purchase. You may also target existing customers to promote retention. PPC remarketing is great for branding due to the massive impressions it gets, while you only pay for actual clicks.

Here are our Pay per Click Remarketing Packages:

Package Name	ADWORDS REMARKETING ADD ON	REMARKETING 500	REMARKETING 1000	REMARKETING 2000	REMARKETING 3500	REMARKETING 5000
Recommended Minimum Duration	6 Months	6 Months	6 Months	6 Months	6 Months	6 Months
MONTH 1 SERVICES						
AD SPEND BRACKET						
MONTHLY ADWORDS BUDGET RANGE	0 to \$200	0 to \$500	\$500 to \$1000	\$1000 to \$2000	\$2000 to \$3500	\$3500 to \$5000
ACCOUNT SETUP						
Create Remarketing Tag Code	Yes	Yes	Yes	Yes	Yes	Yes
Install Remarketing Tag Code	Yes	Yes	Yes	Yes	Yes	Yes
Set the pages that will be triggers to retarget users	Global	Yes	Yes	Yes	Yes	Yes

Set the pages that will be hidden on retargeting	No	Yes	Yes	Yes	Yes	Yes
Create Remarketing List(s)	1	1	2	3	4	5
Create Membership Duration	Yes	Yes	Yes	Yes	Yes	Yes
Create Remarketing Banner Text (for approval)	Yes	Yes	Yes	Yes	Yes	Yes
Design 300×250 Banner (for approval)	1	1	2	3	4	5
Design 728×90 Banner (for approval)	1	1	2	3	4	5
Upload banner ads segregated per list	Yes	Yes	Yes	Yes	Yes	Yes
Align Banner Ads to Landing Page	Yes	Yes	Yes	Yes	Yes	Yes
Set the number of times the ad copy will appear daily	Yes	Yes	Yes	Yes	Yes	Yes
Traffic Estimation to determine PPC search recommendation	Yes	Yes	Yes	Yes	Yes	Yes
REPORTING						
Work Report	Yes	Yes	Yes	Yes	Yes	Yes
MONTH 2 & ONGOING MONTHLY SERVICES						
CAMPAIGN MANAGEMENT / OPTIMIZATION						
Testing of Banner Ads	No	Yes	Yes	Yes	Yes	Yes
Testing of Landing Pages	No	Yes	Yes	Yes	Yes	Yes
Display Network Optimization	Yes	Yes	Yes	Yes	Yes	Yes
Budget Management	Yes	Yes	Yes	Yes	Yes	Yes
Impression Capping Optimization	Yes	Yes	Yes	Yes	Yes	Yes
Delay Targeting	No	Yes	Yes	Yes	Yes	Yes

Put Time Lag in between users	No	Yes	Yes	Yes	Yes	Yes
Target Existing Customers	No	Yes	Yes	Yes	Yes	Yes
REPORTING						
Work Report	No	Yes	Yes	Yes	Yes	Yes

Monthly AdWords Budget

Represents the agreed upon, allotted monthly budget for the AdWords campaign.

Create Remarketing Tag Code

The remarketing tag is a small snippet of code that will be placed in all of the pages of your website. The remarketing code will help us define the page or pages in your website that will correspond to a remarketing list or lists that will be the target audience of the remarketing campaign.

Install Remarketing Tag Code

We will install the remarketing tag across your website. The remarketing tag works for visitors who come to your website using any device. It may be a desktop computer, a laptop computer, or a mobile device. There is no need to create a separate tag or list for mobile visitors.

Set the pages that will be triggers to retarget users

The pages of your website will be defined as to which ones will trigger remarketing to retarget its visitors through ads across the Google Display Network.

Set the pages that will be hidden on retargeting

The pages of your website that will not be set to trigger remarketing will also be defined.

Create Remarketing List(s)

A remarketing list is a collection of cookies from people who visited a website. This is the list you'd target your ads to that is based on the defined pages that they visited. Creating the list is one of the most important steps in setting up a remarketing campaign.

Create Membership Duration

When you create a remarketing list, you can decide how long a visitor's cookie stays on your list. We recommend setting a duration related to the length of time you expect your ad to be relevant for the visitor. In general, you should align the membership duration with the length of your sales cycle.

Create Remarketing Banner Text (for approval)

Remarketing banner ads will be created to reflect your branding and key messages to effect brand recall to maximize impressions and/or with a call to action to influence high click through rates.

Align Banner Ads to Landing Page

Your banner ads will be aligned to your existing landing pages for high coherence and relevancy to promote higher conversion rates.

Set the number of times the ad copy will appear daily

We can set a cap on remarketing banner ad impressions on a daily basis to make sure that your remarketing audience will not be too much bombarded with your banners ads.

[Traffic Estimation to determine PPC search recommendation](#)

A remarketing list must have at least 100 cookies on it before you can show an ad on the Display Network to people on the list. For websites with fewer than 100 cookies, a PPC search campaign is recommended to boost traffic.

[Setup Remarketing Cancellation Triggers](#)

Cancellation can be set by defining a particular page or pages that when visited by an audience in a list—that audience will no longer be shown remarketing banner ads.

[Testing of Banner Ads](#)

With split testing, two or more ads are tested side by side to determine which performs better at a specific metric, allowing us to make improvements as necessary. Testing banner ads allows you to be aware of what works and what doesn't on your PPC campaign, making it a critical aspect of effective optimization.

[Testing of Landing Pages](#)

Testing landing pages allows you to be aware of what works, what converts visitors to customers at a higher rate and what doesn't on your PPC campaign, making it a critical aspect of effective optimization.

[Display Network Optimization](#)

We optimize to appear in the most targeted and high-traffic websites in the display network where your target audience go to.

[Budget Management](#)

Your daily budget is the amount that you're willing to spend on a specific AdWords campaign each day. AdWords displays your ads as often as possible while staying within your daily budget. When the budget limit is reached, your ads will typically stop showing for that day. How quickly your ads are shown during a given day is determined by your ad delivery setting.

[Impression Capping Optimization](#)

We will manage your campaign towards determining the optimal number of impressions that convert based on your budget. Very few impressions produce little impact while too many impressions may also backfire. Impression capping optimization means finding the right balance.

[Delay Targeting](#)

With a list targeting rules, remarketing to your audience only after a given period is doable thereby aligning your remarketing ads with the time that your audience (for example) due to renew their membership.

[Target Existing Customers](#)

With list targeting rule, you may target existing customers visiting your website with remarketing banner ads with messaging aimed at retaining them.