



## Retargeting with Joanna Lord

Joanna: Earlier, we heard Mark talk about it and he kind of gave a great baseline and he really gave some great specific things that I'm sure all of us are going to have a little bit of overlap with. But how many people in the room, I'm going to ask for the whole panel, how many people are doing retargeting right now? Awesome. And how many people are doing it as a Google remarketing only? Right on. Okay. Just wanted to get a good sense of this.

So my title is called "What Is It? Why You Be So Awesome?" I always start with the same kind of two slides every time and it's because I think this is really important to notice. Things have changed. Everything about the way people search has changed drastically in the last year to two years. It's because this is our typical morning. We consume information at a rate that has never been done and it's only getting faster with every day. We're consuming information that we're not even searching for. We are just a constant bombarding of information hitting us and we're constantly seeing it. People are suggesting things. We go to sites. People send us links. We favorite things. We share things. This is a new landscape for us as advertisers to try to navigate. I think retargeting can be a really big piece of that.

So how does this specifically change things for display advertising? Because as we all know, display advertising, retargeting is a subset of display. Traditionally when we were doing display years ago, I was really given kind of a task. I had a budget. I had my CPM budget. I would go out and I would try to drive brand awareness. I did want to generate traffic. Sometimes that traffic was supposed to convert. Sometimes it was really just about getting volumes up. We've all had those clients where they just really wanted to see growth in traffic and growth in brand awareness and we would measure these things by putting out surveys, getting a sentiment analysis, understanding how our brands were doing. Then we would go back in three months, six months, nine months after we ran a display advertising campaign and we would try to get a sense of if we moved the needle. That was enough. Right? If we were doing that, we were doing well.

Then kind of came in this concept of we had to continuously improve the quality of that traffic. The traffic had to be more qualified. The intent of that traffic had to be better. When they came to the site, they needed to start doing things. We needed to start sculpting the brand awareness so we wanted to start adding certain adjectives to the search queries. We wanted to start driving search queries that we really cared about.

This is the part that really has evolved in the last couple of years. I think we all saw it happen four to five years ago when people started driving conversions. It wasn't just about the primary conversion. There was a secondary conversion involved. Maybe it was both a conversion of action and a conversion of e-mail capture. Maybe it was a lead form generation. Maybe it started to evolve into shares and joining the community and becoming a lasting member. There's a lot more involved.

Then we were tasked with increasing the revenue of the customer, so the ARPU, the average revenue per user. As a display advertiser, this was new territory for me. That was something I handed off to someone else and all of the sudden, this is what I'm getting reviewed on in three months or six months. My salary increases depend on what I do here.

This last part is pretty new and it's something I'm really excited about. We're working on SEOmoz a ton and it's this concept of retention. Whatever retention means to you, whether B-to-C or B-to-B, sometimes it just means that they continue to come back and purchase from you and sometimes it just means that they continue to come back and evolve and they engage and it's exciting and there's a community and a conversation. We have to set expectations that will be met. We have to do that with the first impression of the ad.

This is something we didn't have to do before. Like, I promised something and I hoped that it was truthful, but as a marketer, it wasn't always totally truthful and then down the line it would bite me in the ass and I have to establish a trust between the consumer and the brand because never has trust been more important than it is right now. Trust signals whole different world, whole different presentation. Love talking about it. Catch me at lunch. But there's a lot to think about. And you have to enable the consumer to evolve with the brand.

So as we change, like at SEOmoz, we change. We're going to evolve. We're going to start launching new products. We're going to go into different divisions. The people that are with me have to feel comfortable with that change. They can't just be like, "You're not what I thought you were." I can do all this. I think this is where retargeting comes in. I think this is why lifecycle marketing, we've been talking about it for years, this is the channel that's really helping us get there.

So it seems like you all know what it is. I'm going to stay to the side in about eight seconds. Someone comes to your site at its most basic when you talk about site retargeting, they come to your site, you cookie them, you put them in an audience. They go. They wander the web. They check out all of their favorite places that's in a network.

You're serving them ads. Eventually they come back to a site longer in long in the discovery process and hopefully they're ready to convert, they're ready to do something because you've established trust. You've shown up in a lot of places. They feel comfortable with you and they're ready to do something.

I put up these stats. I just love leaning on them. The first one is really important. Earlier, Mark said that about 3% of people actually convert on your site. It ranges. You hear between 2% and 10% in every presentation you go to. I like to be conservative. We're marketers. Let me be conservative in my estimations. Let's assume 90% of people come to your site and bounce. My entire career as a marketer, as I assume a lot of yours is, I've spent trying to optimize for the 10%. I've tried to get more money out of them. I've tried to get them to tell people to love me. I've gotten them into the refer-a-friend program. I've gotten them to do everything I can on my site and this channel is all about this 90%, which was, like, so fun and exciting to go after.

Retargeted consumers are nearly 70% more likely than just a traditional display buy. We understand this as marketers. There's something really important about having a first impression, having a known moment with a brand, saying to yourself, "This isn't foreign. I've seen you before. I've maybe even read a blog. Maybe I commented. Maybe I just saw your logos and your colors." To see it again in an ad is incredibly powerful.

Then retargeted consumers spend more. They spend 50% more, all again going back to that trust signal piece. So you can't underestimate the difference that it does in escalating the engagement and the conversion if you're just looking at retargeting versus traditional display.

So hopefully that sold you. If it did, where do you start? The first thing you really need to decide is your management options. I get this question a lot: where do I start? Who do I go with? How do I know when I have enough of a case to spend big money? What do I do? The three basic concepts around this is the concept of agency, which is full-service, going to them and saying, "I'm going to give you this money. You are going to set it up for me. You're going to tell me what to do for creatives, maybe even create them for me, which is a really big piece of the pie that I know they're going to cover a little bit later. Then we're going to set up some audiences. You're going to help me understand what audiences to set up. You're going to help me evolve those audiences and in a year, we're going to be really, really happy people and having really expensive dinners together, very happy about our successes."

Then there's software sell service, where you're using their platforms but you're doing a lot of it in house. Justin's back there probably burying as I mention him, but that's what we do. So we have a platform. He manages it. Very hands on, right? We do strategy calls with them. We talk a lot about what we want to do. But he's really pulling a lot of the levers.

Then there's average remarketing, which we talked a little bit about already. And that's that concept where you're going in and you're setting up those audiences and you're really

in control. A lot of people use this with smaller budgets but, in general, it's certainly an option out there, certainly a way to get your feet wet.

I put the five things that I think you really need to consider, which are a little hard to read so I'm sorry about that. I'm going to run through them. These are the things you should ask yourself when you're really trying to decide, "What am I ready for?" The first thing is experience. Do you feel comfortable doing this? Often it's big budget buys. You can start out small but it grows fast. It snowballs fast. So how comfortable do you feel? Are you like a risk-taking person? Do you want to try a new channel that you might not be totally familiar with on the technical side or the audience side or the creative side, which all have different caveats?

The goals, you need to know what your goals are for this. If your goals are to do something quickly in three months because it's a brand buy and it's seasonal, maybe you go full service. If it's something you want to evolve over time in 12 months, maybe you keep it in house for a little while and see what you can do. The budget's a really big thing. It costs a lot more to have other people do it for you, as we all know.

Time is a big deal. I can't overstate the importance of having time to do retargeting well. You can succeed at retargeting and be profitable just by doing it but you cannot succeed at a level that you're beating out your competitors without constantly evolving your audiences, constantly considering that retention piece, constantly swapping out creatives. Banner fatigue happens really fast. They're seeing impressions maybe 6 to 12 times in a 30-day cookie so you have to say to yourself, "How am I going to staff this? Do we have time? Do we have the resources?" which is the last piece. Do you have a designer that's dedicated to this? Do you have a strategist who has a brain like Justin that can do this all the time? These are the things you have to think about.

I put up this link down at the bottom. It's on the SEOMoz's site. I just put up a standalone page of a really exhaustive list of things that I consider when I'm looking at an agency. So that if you do decide to go agency, hopefully you go with the right one for you.

So the second piece - I'm checking my time. We're good. So evaluating your targeting options and we have someone solely talking on search retargeting so I'm not going to go too crazy into it but there are different types of retargeting. That base one I told you about is site retargeting. I'm sure we're all familiar with it. Then there's search retargeting. It's a different concept. Depending on what, like Mark said, how you look at it, it's either going after someone who has searched for a query but not visited your site through third-party data or it's looking at someone who's searched for your site that you go after, a query that you're interested in.

Then there's something called "primary targeting", which is somewhat of a subset of site retargeting, but it's the concept of swapping pixels, swapping audiences. We do this with Distilled, which is a sister site of ours. It's great because we know that, especially when it's conference time, they have a conference series, we have a conference. It's really great to swap those.

These are the four things that you need to think about. Again, your knowledge and your goals, we've already been through that. The creative piece is really important because, like Mark said earlier and what you're going to keep hearing today, is that this concept of creative based on what you're doing, which kind of retargeting you're doing, for what part of your site, at what time of year, for what goals, changes every time. So do you have the knowledge to know what creatives meet the goals? If you don't have someone who's really well-versed in display advertising from a creative standpoint, you might want to think about that. You might want to think about which one of these would be your best option. Sometimes you can be very successful in site retargeting just with some branded creatives. It's not going to be the case with partner retargeting. It's not going to be the case with search retargeting.

Then the relationships, obviously partner retargeting is really great if you know 5 to 10 blogs that are great, you have great relationships with the owners, you want to swap some pixels. It's a really great win-win. If you don't have relationships, if you can't think right off the top of your head of a sister site that you could swap with, maybe it's off the table for now. Maybe work on getting those relationships in order. I put up the types of retargeting link down there. It's [Chango's] infographic for those of you who haven't seen it. I have it printed out. I look at it often because I think it constantly reminds me that there are new ways to look at retargeting that I should try.

I always put this up. Get it up now. I'm a big fan of just getting up and starting to actually get your audience building. Mark mentioned this earlier, this concept of some sites just don't get a ton of traffic and it's hard to build audiences and that's why it's important to get up the pixel. You don't have to start spending money. You can just start building your audience. But something to keep in mind is if you leave a certain vendor, your audience stays with them so maybe that makes a case for doing remarketing, some concept of really owning what your audience is so you don't have to start from scratch again if you go somewhere else.

I did put up the different codes for those that aren't totally technical marketers. It seems like a lot of people are doing it so I'm not going to run through it but the slide's available for later. We did have a hard time when we first got our technical piece up. Getting your burn codes, which it's not really a burn code anymore because you're doing things with the audiences that they're burned out of. But it's important to have it in the right place. You don't want to bombard your users. You don't want to send an ad to someone who already converted. You want to put them in a different place and set them on a different path.

So a lot of things to keep in mind there. Then just opening up your mind. Retargeting? Endless possibilities for testing. We're PPC marketers so we've used PPC for testing for a long time. We've had test budgets that we've been willing to use while we test bylines, adjectives, deals, promos, offers, do all of that retargeting, do it faster, do it to a more qualified audience, do it cheaper. Nothing else like this out there. If I did a traditional display buy to test something, it's a three-month commitment, \$15,000, \$20,000, \$50,000.

If I do it in retargeting, I'm in control. I can swap it out when I think I've hit some sort of threshold of significance. I start running another test. It's like CRO for display buys and I love it.

I put up a bunch of things you can test: trust signals, logos, mascots, social calls, new colors, face, stock images, if you're into that sort of thing which you shouldn't be, adjectives, bylines, all that stuff you can test. So that's me. I hopefully left enough time. I think I did. That's all I have. If you have questions, let me know.

Joe: Well thank you very much. Hopefully everybody got a lot from that. That was a great introduction to kind of set the tone for this entire panel. Like we said, a lot of people here are doing retargeting already but a lot of these presentations are also here for inspiration. So even if you go, "Yeah, I know the technical side," a discussion like that is just as motivational as it is informational. To really get you out there and rethink your retargeting.

So up next we have Lisa Raehsler. She is founder and SEM strategy consultant for Big Click Co. She has led strategy on dozens of PPC accounts and puts her expertise into practice everyday as a thought leader. For example, she just recently founded and MNSEM, which is the Minnesota SEM Association, and she is a regular speaker at SES, OMS, MIMA and SMX conferences and she also writes a super awesome column for ClickZ. So if you don't read it regularly, you should. So please welcome Lisa. She's going to talk about ad creative for retargeting.

Lisa: I too have a timer. Siri, set my timer. Well, as Joanna mentioned, creative is very important to retargeting because you already have a contact with them and you want to make sure that they're reminded of your site. So I'm going to talk a little bit about creative today. Because they've already had an experience on your site, you want to make sure that your ad creative has the same sort of look and feel as your site so that it's a reminder of their experience with you, with your site, with your brand or with your products. You want to also try to reinforce the key messaging and that will make sure that is relevant to the list that you're targeting.

She talked about the different pieces of code that are put on the site. When the visitors to your site are tagged, they're put into different lists and you can define those either in AdWords or if you're going with another type of advertising platform. You want to make sure that your messages are tailored to them. On this slide I talked about that a little bit more. You need to think about what kind of behavior they have on the site. Are they visiting certain pages, certain product categories? Are they starting an application process and then abandoning that? Or putting products in the cart and then abandoning that?

So you want to target them in different ways. Do you want to target them with just branding for your site or do you want to sell specific products to them or certain promotions, cross-sells or promos? So all of these are the types of things that you want to think about and then sort of mix and match those strategies. We also want to think about the buy cycle if that is a consideration, depending on what their action was on the site.

This is an example that I got from Google that shows having a tight connection between the ad and then the landing page that they're ending up on. I'm sure you've seen this a lot of times where you click on an ad and you get to the website and you wonder, "What just happened?" This is something that's important to think about. I think this is a really good example. It's tying it exactly together with the messaging and with the imagery.

You also want to make sure that the ads are done in every size. Every site has a different type of display inventory so you want to make sure that you have availability to all of those spaces. Other creative elements to consider is to make sure that you have prominent branding or a logo and that the appearance of the ad has a pleasant color scheme. So really bright colors can be off-putting and look spammy or too much animation. These best practices are also common sense best practices but it's something that I wanted to point out to you.

It should be easy to read, the text, because people are busy and they're on that site to do something else. So when they see your ad, you want to catch their attention but have them be able to read the ad quickly and I think everyone loves a button, even if the button is not exactly pressable, the ad is clickable, but everyone likes a button that has some type of a call-to-action in it. The messaging should be clear and concise and you should have some sort of a unique value proposition or features or benefits. So think about that in your strategy going back to the list and different audiences that you're targeting, why they're there. Personalize it to them based on those lists. That's not to say, "Hey, I saw you on our site." That's to say, "You were looking at this particular type of product on our site. This is something you may also like." Demonstrate some type of urgency!

In ad formats, these are some of the requirements for the Google display network that you have certain file sizes and that they have to be under 50 kB each. They have a variety of different sizes of leaderboard, skyscrapers, etc. They do display and they do text ads and this is some examples of how they show up on the page. The text ads can end up in any type of an orientation so keep that in mind when you're writing the ads and make sure that they're written to that and that they have punctuation in them so they're not one long run-on sentence.

A lot of people will do remarketing programs or retargeting programs if they're doing it in Ad Words and just to get it going and to put in text ads. But I wanted to share with you some information that I have based on the clients that I work on. The display ads perform better overall in every single example that I've seen. In two of my advertisers, they've seen 85% of the total click conversions from display rather than text ad. Another one has 60% of the click conversions were from the display ads rather than text. So the display ads just overall perform better for click conversions. We obviously are able to measure view-through conversions as well. That is when someone sees the ad, they don't click on it, but they go back to the site and complete the action. So we get hundreds of those types of conversions from remarketing specifically in Google.

I think part of the process of putting together good, overall strategy and thinking of it from a bigger perspective, rather than just all the buttons that you have to push, is to be part of the experience and to put yourself in the shoes of someone who's being retargeted. So I wanted to show you a couple examples that I found in real life, in real time.

First, make sure that your browser is set to accept cookies so that you're not blocking your own self. So something that I would do in the morning would be to read an article on, I think this was Inc. Magazine, and I was retargeted because I had gone to the Loft site to see what kind of promotions they had. So I saw that ad. I was just there. When I refresh the browser, I was retargeted by an ad that I actually run, so this is one of my clients. As you can see, the ad doesn't have anything to do with the content on the page so it's very, very targeted to me. It's very personal to me because I've been to their site. I'm familiar with their software. I've seen them before and their ad is really synching up with their site.

This is an example of, again, sort of your daily routine. As you're scrolling through your article, you'll see other ads on the bottom of the page in a text format. So I wanted to show you what that looked like.

As I go through my day, I was listening to Slacker Radio on a streaming music and I was served with an ad for Macy's because I had actually visited the Macy's site. This is the exact brand that I was looking at because, actually, one of my shirts shrunk in the dryer and I needed to replace it so I was checking out to see if they sold it on-line. They did. Then I was retargeted later. I cheered.

On the same site, I was retargeted by two of my other favorite on-line stores. One of them is Threadless - I love them - and then Overstock.com. Our friend from Overstock is here today. So in order for me to get that ad to show up, I had to click like crazy all over Overstock.com but that wasn't a problem for me because I love looking at the jewelry. It just seems like such a great deal! It's \$26.49 for that. It's a lot of bling.

Now that ad in particular is impressive because it has dynamic content so those are the actual rings that I looked at. Those are the actual products I looked at. So that's not something that you can do through Google but a lot of other display retargeting networks allow that capability.

Later on in the day, someone sent me some billing information and didn't put the zip code in so I had to look it up. When I did, I was retargeted by Google because I'm always signed into Ad Words. I'm looking for Ad Words, searching for AdWords, using that for navigational. So Ad Words themselves retargeted me when I was looking for a zip code.

Later, I was looking up movies because I wanted to rent a movie but I didn't know what I wanted to see so on that page, when I'm looking at movies, I saw an ad for [Lawn] Boats, who is one of my clients. So I guess I'm actually retargeting myself. This product isn't relevant, again, to the content on the page, but relevant to the fact that I've actually been there. So this is a good example of how, really, this is my everyday life.



So final thoughts about this is the creative should tie back to your site. As you saw in the examples, they don't have anything to do with the content on the page so they will stand out by that. But you want to link them back with their experience that they had with you. You should try to include all of the ad formats and sizes. Like I said, it does make a big difference and I have seen clients' performance actually decrease when they forgot to provide one of the formats, one of the sizes. Keep the ads simple and with the messaging and design, don't overthink it. Then learn from your daily retargeting, from your daily experiences with it and take it from there. Thank you.

Joe: All right. Thank you, Lisa. Hopefully everybody got a lot to take out of that presentation because there was a lot of jam-packed, awesome, truthy goodness in there. So as you can see, we started off with kind of an overview of what retargeting is, how you can use it, all the different strategies you can use to target your audiences. Then we kind of went one level deeper to talk about writing awesome ads and how people can see your ads, how they're going to interact with your ads.

So now we're going to go another layer deeper into talking about retargeting but we're going to shift it a little bit. Nate Jeo's going to come up and talk about search retargeting. Anybody here doing search retargeting, not site retargeting? Okay. So there's only a couple of you. So this is going to be super, extremely helpful for you. So he's going to give you an intro on how it works and why you need to be doing it. So, Nate, come on up and educate everybody. So, everybody, this is Nate.

Nate: Great. I'm Nate Jeo. I manage the paid search program for Overstock.com. I'm glad we had some decent creative for the other presentation. So kind of my background, I started at two other agencies. One was called Orange Soda. We did small to medium-sized business. I had about 700 clients there that I managed PPC for. Then I went to a place called [Intice] Labs, which was mainly a display advertising HR function for Google, IBM to find passive applicants for certain openings that they had. Then came over to Overstock.

So today I'm kind of talking about search retargeting, which is a really interesting mix between PPC and also display advertising. So you can see here that only a very small portion of time people actually spend on-line is actually on a search engine. Some studies say 4% is on a search engine, while 96% of your time you're on other websites, reading content, watching cat videos, whatever it might be. But we all know that we get really good performance out of search. We can really tailor a message around somebody's intent as far as, obviously, my experiences with products, so buying, maybe, an area rug or a diamond ring or whatever it might be. But we are very limited in the amount of time people actually spend on Google or Bing searching for those products.

We're also limited on the ad formats that we can provide in that arena. We've been using tech stats forever. This last year, Google released product listing ads as well, which have been, if you can use them correctly, can be a very big increase to your program as well. Product listing ads are also a nice foray into display advertising just because it does show

a specific product, shows the price, and it shows your brand so it's really good there as well.

Really we need to figure out how to find these other 96% of the time these users online and a good way is with search retargeting. So this is kind of a basic understanding of how it works and we kind of touched on it earlier. So a user goes onto Google, searches for discount electronics, phone accessories, whatever it might be. They see a lot of ads. They see a lot of organic results and they click around and just kind of browse some products. After that, they go about their normal day. They go and read some articles and do everything there but I know they didn't come to my site.

This is also good to note that even if you're in the number one position for a search query, you might only be getting 25% of the actual searchers to come to your site. So you still have 75 other qualified people or semi-qualified, that you want to actually show your product to. So this is really where search retargeting comes into play by using the data from these other agencies like Chango or Magnetic, Simpli.fi. They can find these users that have searched for these very specific user queries, search queries, and serve up a very nice display ad and try and get them to your site.

Whenever we're, this kind of an example, someone searched for camcorders, they didn't come to our site. This isn't an actual ad but just kind of gives you an idea. They searched for new camcorder. Then they're on the ABC News and we show a caption that we have great deals on camcorders. It doesn't have anything to do with the site that they're on but we know that they recently searched that so we can show them, possibly, a product that they're interested in currently, even in the same session.

So really, whenever you're creating a search retargeting campaign, you really need to define the goals of the campaign, how are these ads going to be measured, what do you want from the campaign? Is it going to be a branding awareness type of campaign? Do you want actual sales to come through? A lot of businesses are last click attribution. That's something that we all have to deal with. If you're using last click, it's very interesting with retargeted ads. You're not necessarily sure if you serve a retargeted ad, they click through and convert, if that person was actually going to come back to your site anyway and convert. So that's kind of a dilemma that you have to figure out if that person was actually going to come back and you really did need to spend the money on retargeting. Search retargeting though, you know they didn't come to your site already so it's more of an acquisition play, kind of a conquest of key words going out and getting more users.

As far as generating key words, you can go to kind of your normal places where you're searching for keywords and you can do search query reports. See what people are searching that you're converting for already on your site. Those are good places to start. Like I said earlier, product listing ads, if you can do search queries off of your product listing ads, see which ones are triggering your products, then you can add those in as well to your search retargeting campaign.

Also, another area which people don't always talk about is you can also target off your competitors. So it's not always best practice to, if someone's searching for Wal-Mart furniture, to have an Overstock furniture ad there, which Wal-Mart will notice pretty quickly if they're watching their campaigns. So a way to kind of get around that is to do a search retargeting campaign. You know people are searching for that brand and a certain type of product. If someone from Wal-Mart on their paid search team is out on the web, they might not necessarily notice that they're getting a search retargeted campaign if they get served up an ad from Overstock. So it is an interesting arena for that as well.

As far as CPC's go, we find that in the space it's a lot cheaper than bidding up unpaid search. So to have a one to three position paid search for area rugs, J.C. Penney's and Macy's this last year have really come into force and said, "We're going to spend a lot. We're going to take the top spots in these areas." So it becomes very expensive for me in a normal search campaign to actually afford, day in and day out, those positions. So I have to look for other mediums to get the traffic, which is going to be through product listing ads, through search retargeting, through retargeting when people come to our site. It's kind of this vicious circle that we have to keep feeding people into the site so all of our other areas can also use those people.

CPC's, we're going to find that they're going to be a lot cheaper as far as getting people to the site compared to if someone had that first or second spot on Google. With that, there's a lot of very good things you can do with these full-service agencies. We kind of saw the dynamic creatives so with the dynamic creatives, we can set up feeds to show all of our products. So I can go in and say, "Okay," - I keep going back to area rugs. Memory foam mattress toppers, let's say that. That's our key word. I can go in and say, "Okay. These are our top-selling memory foam mattress toppers. So if we're going to bid on this key word search retargeting, I'm going to set up a test and show our best three memory foam mattress toppers that people are constantly buying on our site because we know either we have the best price, good quality, fast shipping, whatever it might be." What's nice about these dynamic creatives is we can tailor them so even if that product sells out that specifically that they're looking at, we can also serve up comparables or recommendations as far as what else we see people searching for on our site.

So when we go through and optimize these campaigns, really we're looking at what kind of engagement are we getting from these ads. Really, I think you need to spend a lot of time refining your paid search campaigns, refining your targeting campaigns because then you can go into this arena and really be able to know what you're doing. Tracking is key to everything. If you don't have tracking, you're flying blind and you really don't know what your campaigns are doing. What's really nice, we have certain tools where I work such as Omniture and these other things we do internally.

What's really nice about these types of ads is we can say, "Okay. I know this person hasn't ever been to our site. I want to give them the best experience possible." So when they come through this specific type of ad, I'm going to give them a coupon or I'm going to give them free shipping or something else and I'm going to give a time limit on it so I know it's going to create this sense of urgency for them. We already know we have the

lowest price but now they get free shipping on a bed. So it can be very compelling if they're in this really recent search and this mode as far as wanting to buy a product.

I think these are very interesting areas as far as where search is going to be going here in the next few years. Display, being able to target your display very specific to the user is definitely only going to make our jobs easier once we're able to track them. But if you have any questions, let me know and we can go from there. Thank you.

Joe: All right. Thanks, Nate. I don't know about anybody else, but I'm super excited about search retargeting. I think it is just super cool. I don't know. It just gets me super excited so hopefully if you guys are doing it, you took something away to maybe enhance your strategy. And if you aren't doing it, hopefully that gave you that little nugget of inspiration to start thinking about and adding that to your overall search engine marketing strategy.

So far, we gave you guys like an inspirational overview to really show your guys what you can really be doing with your retargeting. We've talked about ads and the way that people interact with your ads. Then we dove a little bit deeper with search remarketing and now Brad Geddes is going to bring up the rear with remarketing through Ad Words. Brad is the founder of Certified Knowledge and he is an online paid search training tool set provider through Certified Knowledge. He is one of the first Google advertising professionals and Microsoft Ad Excellence members. He is the first advanced AdWords seminar leader. Brad has worked with companies who manage tens of thousands of PPC accounts. Basically, Brad's been everywhere. He's done everything. But the most important thing was he was just recently crowned the most influential search engine marketing person in the world. So everybody, welcome Brad to the podium.

Brad: Marketing 101, right, is under promise, over deliver, right? Backwards here. So anyway, going to walk through some remarketing here and talk about AdWords and some segmentation but this applies to pretty much any remarketing campaign you want to run. I'm going to frame it in AdWords but really you can do this sort of anywhere.

So one of the first things to look at is how most people are doing it and why, a lot of times, people don't think it works. The most common ways companies start with remarketing, and this is usually site retargeting, is they take the code, they make one list, they put it across their entire site and they say, "Hey, we're remarketing." Don't do it. It'll fail, almost always. So I'm going to show some stats as I go through here of a company in their evolution of remarketing.

So this is what they did. They had one code, entire website. So their remarketing campaigns brought them three conversions at a \$300-500 CPA when the rest of their AdWords was 6,700 conversions. So you look and say, "Yeah, okay, this remarketing stuff doesn't work." It's the execution that was the problem. When you think about your visitors, they're there on your site for different reasons. Some people are reading news. Some people are using your tools. Some people are comparison shopping. Others are

buying. Others want FAQ information. You don't have one visitor. You have many types of visitors.

So the very first step is to segment your website. What are the different areas we have? What is someone looking for as they visit a different area of the site? Often when you talk about AdWords and paid search, we talk about granular targeting. How closely can we get that key word and ad copy to be associated to each other? It's the same for remarketing. How closely can we look at user intent on one of our pages and write ads, some of the stuff Lisa showed, for the pages?

So the second thing to look at is, after you have those segmentations, is you need to look at days to purchase. A lot of remarketing campaigns, you can set cookie lengths, how long you want the cookie to exist. So if you see your average stay to a purchase is 60 days and the default cookie lengths are 30 days, your cookies are even expiring before someone usually makes a purchase.

So now that you have sort of a segmentation and you have a time frame, then next step to look at is your analytics. So now you can go to your analytics, set your time frame up and then look at the different segmentations and see how many cookies would you set. Because if you're realizing that you've segmented too far and you can only set 100 cookies in a time frame, that list is never going to go active. Google requires at least 500 cookies. Other systems have different minimum requirements. So we had almost 100 cookies, now we need to sort of bring this back and maybe combine some segments or maybe you realize, "Wow. We're going to set 100,000 cookies on this segment. We should make this a little bit smaller. It's too big." Really that first step is taking your days to purchase, your website, your analytics, determining what your lists are. Then go into AdWords and make your list. It's pretty straightforward on how to make lists on AdWords.

Now when you get your list made, it's time to create ad groups. Essentially, most ad groups should have one list or one custom combination along the ad copies. You don't want to throw in too many lists in an ad group because then you've just lost the segmentation you built. Then don't forget about negative lists as well. They're just like key words. You can positive key words and negative key words, positive lists and negative lists. So if you have a site where someone buys from you and they never buy from you, put them in a negative list. Why spend your money remarketing? So there's a lot of ways you can then sort of start to segment positive and negative types of users.

This is actually the second most common remarketing is you have your home page or you have your website, you make a list, you take your thank you page, make a negative list. That's the second most common. Not quite good enough yet but this is what that particular company did and they got to 38 conversions off remarketing an acceptable CPA's. But 38 conversions out of their site, 6,700, still not a noticeable impact yet.

So this is why you have to think more and more about that segmentation. So if you're in e-commerce, when you think about e-commerce, you have your top level navigation. If

someone's looking at women's cloths, they don't want to see an ad for men's clothes. They're looking for kids clothes, I don't want to see something about shoes. So think through how's your navigation look. That's usually one of your major lists.

Check out is almost always a different list. If someone got to your check-out page and abandoned, they showed you a lot of intent to purchase. You generally want to keep check-outs separate from everything else. Then finally you have your thank you page, negative list. So that's another way you can sort of like a basic e-commerce segmentation.

But I'm also a big fan of remarketing to your own converters in a lot of situations. You look at, say, the flower industry. The first big day of the year is Valentine's Day. A couple of months later you have Mother's Day. If someone bought for you on one, the more likely to buy from you again in the future. So in a case like that, you can essentially make a "We miss you" list. "Hey, come back. It's time for you to buy again."

This is also really useful if maybe you sold diapers. A mom doesn't buy diapers once. She buys them once a month. So if you have a user base who continuously buys from you, then also pattern out your ads based upon when it's time for a renewal of that product. This thing is pretty easy to make. You go in and you make on your thank you page two lists essentially. One list is your negative list and one's a positive list. So what you do is your negative list, you make it, say, 30 days long. Now you make a positive list that's 60 days long. So what happens is for a month, someone's in both lists. During negative, they don't see your ads. After a month, negative list expires, they now are in your positive list.

So it's an easy way. It also will reach back out to those who have converted before and say, "Hey, it's time for you to buy more diapers. Time for you to buy again, renew a subscription." So when you think of key words and match types, for you, a lot of things you can do how you figure out key words and match types how to serve an ad. You can do the same thing through marketing because you get control of positive lists, negative lists, time frames, pages on this site and the ad copy. There's a lot of really fun things you can do once you first think through, "What do we want to accomplish? What's our website segmentation look like and how do we get more value, not just from our customers who have joined up and doing really well, that other 95% - you said 90% - it's more like 97%, I think, of people who didn't buy in the first place?" So it's both existing customers and non-existing customers.

On our site, we took one list for our home page, another list for our tools page, another list for our learning pages, another one for our community pages. You get another one for our abandoned shopping carts, another one when someone actually converted negative list and another one on our log in. So there's a lot of lists going on. But this really gets serious segmentation where you can then go in and control things with your CPC's.

Now when you first start, you're not going to have a lot of conversion data. So the first thing is you're probably going to start with some basic CPC's - where are our best users? Abandoned shopping carts, highest CPC's. Second best users, if you get a product page or

something way down at the [fuddle], second highest CPC. Third one, got to a category page. Then eventually it should be replaced with actual data.

Now, if you start seeing that your category pages have lower CPA's on product pages, something's going on, all right? This is where you should always be: abandoned shopping carts best, then product, then category. Sort of like key words, right? Exact match is always best, then phrase, then modified broad, then broad. If you see they're not in that order, there's probably something wrong with your segmentation. Your ad copy isn't correct for that group. There's a point of investigation because it's almost always fall into that list. And of course, have your negative audiences.

But with AdWords, segment all you want to but if you don't get 500 cookies, your ad is too small to target. With AdWords, you have 500, other you have different amounts. So if you realize, "We can never get to 500 cookies," you can either expand timeframe. So, again, if you get 100 page views a month, you can make a five-month cookie (usually not a good way of doing it). Or you can just bring more categories together and lump them together to get that 500 cookies in a better timeframe.

So this is what happened to that company after they went through this work. Now, they essentially spent about six hours, that was it, six hours. They looked through their site and said, "Okay. What's our segmentation?" They looked at their analytics. They looked through how long it takes to purchase. They made lists and wrote ad copies by individual list. They had 675 conversions on remarketing campaigns at a \$36 CPA. So their first list, \$300-500 CPA's at 3 conversions. After a day of work, and it does take some work, some good thought process, now 675 is a meaningful number. It's 10% of their total conversions on average. That's meaningful and that's what you can get to if you think about it correctly of the segmentations and how do we make sure we're showing the correcting ads to those users.

This also gets everything is a time versus possibility. If you're Kaplan, yes, you could go through every single degree you offer and every single university and every single geography and make your list. In two years, maybe you'll be finished. So you always have that, "Okay. Here's what we can do and here's what honestly we can get done." A lot of times when you say the word "segmentation", you can go to an almost extreme level where you never get finished. So make sure that you are keeping in mind, it's not what's possible but, "What can we actually accomplish to make sure that we're not theoretically talking about this for two years? We get some results after a few weeks of time."

So this sort of to recap here. Okay. Step one: segment your website. This is so important. Why is someone on your website? What do they want? They should each see different ads based upon what they're looking for on your site. Think about your average buying cycle. This is really important. At our site, we see a bump after seven days and half of our conversions are five months later. So in that case, we run a marketing campaign sometimes for a year of time and it's actually useful. Others aren't going to see that. That really depends on that buying length.

Look at your analytics. So your timeframe gives you the date range to look for in analytics so make sure you're segmenting out where you can actually go active in your lists. Set your CPC's based upon likelihood of conversion. Replace it with data later on. But remember negative lists. Negative lists are really important, whether it's they only buy from you once ever, make them a negative, or you want to hit that same audience with another positive ad a month or two months down the road so that way you are stopping the ad serving over time.

In fact, we're so good on time, I'm going to actually have the conversation we had from last night real quick. So Joanna and I were talking and so my wife's playgroup, half of them are lawyers. So we have a three year-old and they have a playgroup with all of the moms in it and there's about a dozen moms and they're all stay at home and half of them have law degrees. So they're a really educated group. Their husbands make enough money that they don't have to work, even with law degrees. So it's a group that everyone really wants to target and these moms are talking about how much they hated Prada. I found this very interesting because Prada's a brand who they really want to hit moms who make over \$100,000 a year. That's their market. They hated Prada, hated them because they felt haunted by Prada online. They're like, "Prada stalks me."

So with your remarketing lists, what's important is frequency caps. You can have frequency caps all over the place if you don't set them. If you don't set them, you could serve the same ad to the same person a thousand times in a couple of days. You'll make them mad at you. Also be careful about incentivizing users who abandon shopping carts. So this group, and they're really sophisticated. They're some smart people but they have a list of what sites they should go to, add stuff to cart, go to the cart and then leave. Because they will get a discount offer. So they track, actually, where they get offers from the list.

Now, this is not probably the norm yet, but some remarketing individuals are almost training customers to abandon shopping carts to get the 10%. How many times have you gone to a site, added something and you waited for the e-mail? You know you're going to get an e-mail that says, "10% later on. Here's your discount." So you don't check out then. So you've got to make sure that you're also not training people to abandon your site just to get that 10% later on. It's another thing to really think about with marketing.

I believe that is it so we can go to, we have lots of time for Q&A so I'll let Joe come back for a Q&A. Thank you.

Joe: All right. So it's 11:24. We actually have plenty of time for Q&A and I didn't mean to set the stage too high. I should have introduced Brad with, "I'm not really into Brad. I don't think he's really smart. He's not really a good speaker and feel free to check your e-mail." I should have set the bar a little bit lower so I apologize retroactively. So what are you going to do?



Yeah, do we have questions from the audience. I didn't lie. I said we had a rock star panel today and I can tell, I can hear the minds are set to blown today so let's get to the questions for you guys. All right. Shoot. And speak loudly, please.

Woman: [inaudible 53:40]

Joe: Okay. They asked about other platforms outside of Google for remarketing or retargeting.

Joanna: I'll start and then I'll just hand it off I guess. So we kicked it off with retargeter at SEOmoz. We use them. I am fans of them. I think they have a great team behind the platform. I think they've come a long way in the last year. I think that they are really good for small to medium business. I think when you get to a lot of this stuff, specifically kind of the really tailored segmentation, really focused, hypersmall focus list, I think maybe they might cap out a little bit but they were good. We went on from them to AdRoll. We use AdRoll. Specifically, we are really, really happy with them. They've been great with Justin and they definitely have the knowledge. You will find, and maybe I'm wrong, but I've found that industry is very somewhat incestuous. They all know each other. A lot of them have worked in each other's companies.

The search retargeting, we talked with the Simpli.fi guys. We've talked to the Chango guys. They have a lot of people that have switched executive teams and started their own things. Yeah, that link that I put up might help you pick depending on what your resources are but we've have great experiences with Ad Roll and Retargeter.

Nate: For us, as far as retargeting and search retargeting, we use different platforms. I think our main partner with retargeting is going to be Criteo as well as [Buy Site]. We do two retargeting platforms for different reasons. One is there is some redundancy. You are going to bid yourself up if you're using more than one. But it's kind of a safety net as well as far as, I don't know how many people have had the issues with pixels before but if someone's pixel goes down, you do not want to lose all the traffic that you could be cookie-ing for later retargeting. So it is nice to have kind of two separate databases running at the same time just to make sure that you're not missing anyone going down.

Woman: Are you spending?

Nate: We are. We definitely spend more. Criteo is our main partner and we've found the best performance from them. The nice thing about using a large agency like them is that they buy in such massive bulk on these networks that you are going to get a lower CPC generally than if you're buying directly. So it is nice getting some of those savings as well as we go on a CPC cost and so we heard earlier about checking your sites that you're showing on, making sure that you're not wasting a lot of impressions. Well, if you're on a CPC model, the company, like Criteo, is kind of forced to do that for you as well because they're buying on a CPM basis and they don't want to waste a lot of impressions that aren't going to convert for them because we're only getting charged on CPC's. So that's kind of a reason why we use them as well. Anybody else?

Joe: Is that helpful?

Man: I use Simpli.fi.

Joe: Simpli.fi. There you go. So there's another one. Is that helpful? Okay. Good. Another one. Yeah?

Man2: How do you feel about overlapping?

Joe: The question was, just because this is being recorded, how do you guys deal with overlapping audiences? You have children's, then they look at something for adults, whether it be e-commerce or something like that, how do you remarket it to somebody who looks at, like, five different products?

Nate: Sure. I'll start since I have the microphone. So for us, we're looking at Brad kind of talked about what's most important. So we're going to look at did they add any of that to their cart? Is any of that that they actually looked at, did they take another step in the process of converting? So if they added something in their cart, we're probably going to remarket on that first compared to if they just browsed some other products as well.

Also, when you're talking about segmenting, we're also going to look at the different segments that we have on-site and which ones that they've touched. I know that a person who's looked at memory foam or area rugs or bedding is going to be a lot more profitable for us compared to someone who's looked at a TV or earphones or headphones or whatever it might be. So we're going to kind of bid more aggressively on these other areas because I know I'd rather have them spending money in those areas compared to the other ones. So that's kind of how we go about it at Overstock.

Joe: Anybody else want to join in?

Man2: [inaudible 58:58]

Joe: Okay. Good. Was that helpful?

Joanna: It makes a really good base for everything we said about having creatives like really specific because when you overlap and you think that it's just a branded ad, then you're losing out across the board.

Joe: Segmentation and prioritization. I saw another hand. Yeah? Go for it.

Man3: [inaudible 59:20]

Joe: Best practices for search retargeting recency. Okay. Yeah.

Nate: Right. I think that all depends on the website. For us, I know that my buy-in cycle is a certain window. So I feel as though they can't be too different from other areas or other websites that they might have visited as well. So I know if someone's looked at a bed at Amazon or Target, I know that they're probably going to make a purchase within a couple days so I need to start search retargeting them almost right after they've done their searches because I know that within a couple days, they're probably going to already make a purchase. They're looking at other websites, seeing which one might have the best price, fastest shipping or anything like that. So I'm going to have to be very aggressive in those first few days to try and get that business from them.

But I think they're definitely frequency capping is still the key. We don't want to scare the user by showing them 100 ads in one day. So definitely it could be 5 to 10 ads, who knows what it could be for your own brand for that first few days. I think after that, you need to probably look at your conversion rate after the recency of the search and see at what point it really tails off as far as conversion rates go and probably attack your bidding that way as far as if you're going to be converting in the first three days the highest, you're going to bid more aggressively there. If you know that conversion drops 15% after that point, you're going to drop your bid at that point as well.

Joe: Was that helpful? Okay. Good. Yeah?

Man4: [inaudible 1:01:36]

Joe: So they asked how do you feel paying for a view through conversions on a CPA basis?

Brad: I'm not sure how you pay for a view through on a CPA basis, quite honestly.

Man4: [inaudible 1:01:52]

Brad: I have not done that. Have any of you done that?

Joanna: I mean, I've worked with retargeting agencies where they try to sell that to me and that's why, I mean, we're being honest, this is a [paid] circle, this is one of the reasons why we left Retargeter when we found out the overhead that they were on view through and click through into total buckets. I think that that's something that you just have to be aware of and something that you have to be incredibly proactive about. So I'm not sure what everyone believes but just like what Mark said, we do our CPA off click-through only.

When I report it up to my CEO and the executive team, that is the CPA that we're getting off retargeting. What I love about view through and I think I was having this conversation with Melissa earlier, was this concept of maybe it gives me an extra glimpse of that into the true attribution, maybe more of how it's all touching each other. I know when I shut off retargeting I see other channels fall. But, yeah, absolutely, they can come at you and say, "Well look what we've done in Q1 for you. Click through, view through, your overall

CPA," and you're like, "No, no, no, no, no. There was no action, actually, right off that user." So I think you just have to be aware of it. Is that kind of what you were getting at, maybe?

Man4: Yeah.

Joanna: They certainly come at you with it.

Man4: [inaudible 1:03:10]

Joanna: Do not pay for that! I am your friend. I tell you the truth.

Joe: Yes, we're all here to help you. Yes, this is a circle of friendship.

Joanna: But really, I paid for in the first month when I was trying to figure it out.

Man4: [inaudible 1:03:23]

Joanna: Yeah.

Joe: Just call them up and have a very difficult conversation.

Joanna: I think sometimes . . .

Man4: [inaudible 1:03:30]

Joanna: I will say this though, some conversation I had earlier on when I was talking to a lot of the vendors is, "Tell me. I want you to be transparent of your pricing model," and some of them absolutely will not be transparent with their pricing model and it's the reason AdRoll is winning in the game with kind of this medium to larger business is because they are transparent. It's all in the platform. There's not a question to be had on how much they're taking and some of them won't and they'll be like, "Oh, we can't really tell you. There's a lot of pieces involved." It's that same, old conversation we've heard from people trying to take too much.

Man4: [inaudible 1:04:06]

Joanna: AdRoll? No, we actually do everything off CPC. But we back out everything in a CPA in our own reporting. That's what we use.

Joe: So, in summary, please don't.

Joanna: Please don't.

Man5: [inaudible 1:04:19]

Joanna: Totally. I think the branded piece, like around your mission statements and your team and your goals. We do kind of more branded buys and view through. We watch and we track them. It's totally important.

Joe: Excellent. I hope that was helpful. Maybe not exactly the answer you were hoping to hear but, like we said, we're all being honest here. What else? What else? Did we exhaust the questions? Well, that's all right if we did. I was going to wrap it up by asking you guys a couple questions since we have a little bit more time because I just like to ask questions. Why do you guys think that image ads work better than text ads? Because a lot of people will use both. So what's the difference and why do image ads work better?

Lisa: I don't know why they work better but in every example I've looked at the data and have seen that they do work better. I think it's because normally banner ads don't work as well, but in this case, they're highly targeted to you and highly personal.

Joe: Anybody else?

Nate: How many people are running product listing ads? So a couple. Has your click-throughs, conversions, have they been pretty good? I think kind of that is a testament to how banner advertising is really good. It's really easy to do a search for like a movie or a book and you see like Barnes & Noble or Amazon come up with a text ad but it's really powerful to actually see the cover of the book or the cover of the movie and actually see the price of the product. Before, we'd have to click through on this generic, dynamic insert, here's the title, come check it out. Whereas with the product listing ads and display, we can actually see the book, see the price, we already know what we're getting ourselves into when we're clicking through. So I think that increases the relevancy of the ad to the user if that's the actual product that they're looking for. I think their intent to buy is even higher and I think that's why we're seeing a lot better interaction with display ads. The more dynamic that you can make them, the more interaction you're going to get from the user.

Joe: Excellent.

Joanna: I want to geek out on this for a second. I have no data to validate what I'm about to say. But here's what I really, really think is exciting about creatives when it comes to retargeting is that you get a freedom that you don't normally have with display buys. So when you have that limited impression pool, when someone's only going to see you one time or whatever, you're tasked with so much from that ad. It has to be something branded, something logo, your colors, maybe a byline, a call, a unique value proposition and we're used to this as consumers. We're used to seeing that and we now, we're ignoring it.

But the thing about retargeting ads that's exciting is we have this freedom to be really unique about what's exciting about your brand and we do this a lot at SEOMoz and maybe too much. Again, we've done it against more traditional banners and obviously the

more creative ones win but there's a lot of pieces to that. But the truth is when we put up something really crazy like [Grand Space] or we put up something really fun, like just Roger waving at you, we're not asking you to do anything, we're not telling you why you should do it, but there's a discovery piece about the consumer that's happening today where they're just really excited to explore something that's different to them. It's just new. But they have that moment that they had with you on the site so it feels more of a safe discovery and I think that's really valuable. So there's something there. I don't have any data to prove that.

Joe: That's all right. That's okay. Well, I'm going to ask one last question of the panelists.

Man6: Do you want one last answer from the audience?

Joe: Yes!

Man6: They've actually done cognitive research that images are processed much more quickly than text and because [we retargeted], the person is at a preexisting relationship with your logo right when they see it again, a retargeted banner, it triggers recall much more easily than a domain name and [inaudible 1:09:26] text.

Joe: So pictures are worth 1,000 words.

Man6: [inaudible 1:09:28]

Joe: So it conveys a lot more quicker.

Man6: [inaudible 1:09:38] your brand before, it might not.

Joe: Yeah, exactly, or your product or your brand or your product image or whatever. I'm going to give these guys a minute to think about it, but if you could summarize one mission critical thing that people need to do for remarketing success, only one, I'm going to give you a minute to think about it and we're going to go down the line.

But first, after this, head back to the general session room, Indiana F through G for lunch and round table discussions and the topics for the round tables are going to be posted on the tables. So find the topic you want to join and then hop in. So to summarize because we have four more minutes, one mission critical tactic that you would give people for remarketing success.

Joanna: Broken record time but I will say that you need to have the resources to constantly be building creatives because banner fatigue happens really early.

Joe: There it is, boom.

Nate: Take mine. I'll say it again, dynamic creative, being able to either show exactly what the user has already looked for or added to their cart on your site, if you're an e-

commerce website. Also, being able to serve up recommendations based around previous conversions as well. So if they've bought a bed, show them sheets, something like that. So having some type of dynamic creative to engage the user again.

Joe: Creative.

Lisa: Yeah, I think thinking through the experience and still making sure that everything is just a really tight connection. Brad talked about how a client that started out and just sort of failed right away and that probably needed a little bit more insight thinking about what they wanted to do and how they wanted it to be.

Joe: Relevancy.

Brad: Segmentation. That encompasses ads and your lists and everything but it's really about segmentation to user experience and what they actually want.

Joe: Creative, dynamic creative, relevancy, segmentation, so there you go everybody. Well that's it. That's it for the panel. Everybody thanks for coming. Everybody applaud the panel. I told you it was going to be rock star. So thanks again for coming and head on out to the general room for lunch and round tables. Thanks, everybody.