

Remarketing Cheat Sheet

Remarketing is a powerful and cost-effective way to reach people who have already visited your site and re-engage them with your offerings.

Follow these 11 easy steps to set up a new remarketing campaign in Google AdWords:

- 1 Define your remarketing strategy
 - a. Will you target all visitors to your site?
 - b. Are you only interested in targeting visitors to a specific page?
- 2 Create the remarketing code
 - a. AdWords > Shared Library > Audiences > + New Audience > Remarketing List

Shared library >
New remarketing list

Learn about [remarketing strategies](#)

New! Use one remarketing tag for all your lists. Place a single tag across your entire site, and create remarketing lists based on your site URLs. [Learn more](#)

List Definition [?](#) Define a list of site visitors based on the selection below:
 Recommended if you've already placed a remarketing tag on all your webpages. You can then create new lists without adding more tags to your site. [Learn more](#)

Define a list of site visitors by placing a new tag on your site
 Recommended only if you want a new remarketing tag. If you've already placed the remarketing tag across your website, select the other option to create new lists. [Learn more](#)

After you save this list, we'll create a new tag that you can find on the next page. [Undo](#)

Membership duration [?](#) days

Remarketing list name

Description optional

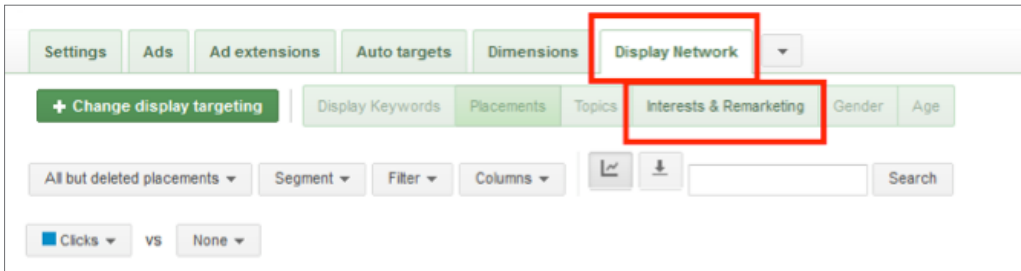
Important
 Please review the [Remarketing program policy](#) to learn more about what you need to include in your site's privacy policy, and which [sensitive categories](#) of sites cannot use this feature.

- 3 Fill in all of the required parameters including membership duration, list name, and a brief description of the tag. Then click "save."
- 4 Navigate to the new remarketing code and click the "tag" link.
- 5 Copy this new remarketing code to the appropriate pages.
- 6 Next, navigate back to "all online campaigns."
- 7 Create a new campaign and include "Remarketing" in the campaign name.
- 8 Create a new adgroup within the "Remarketing" campaign and define the adgroup default Max CPC.

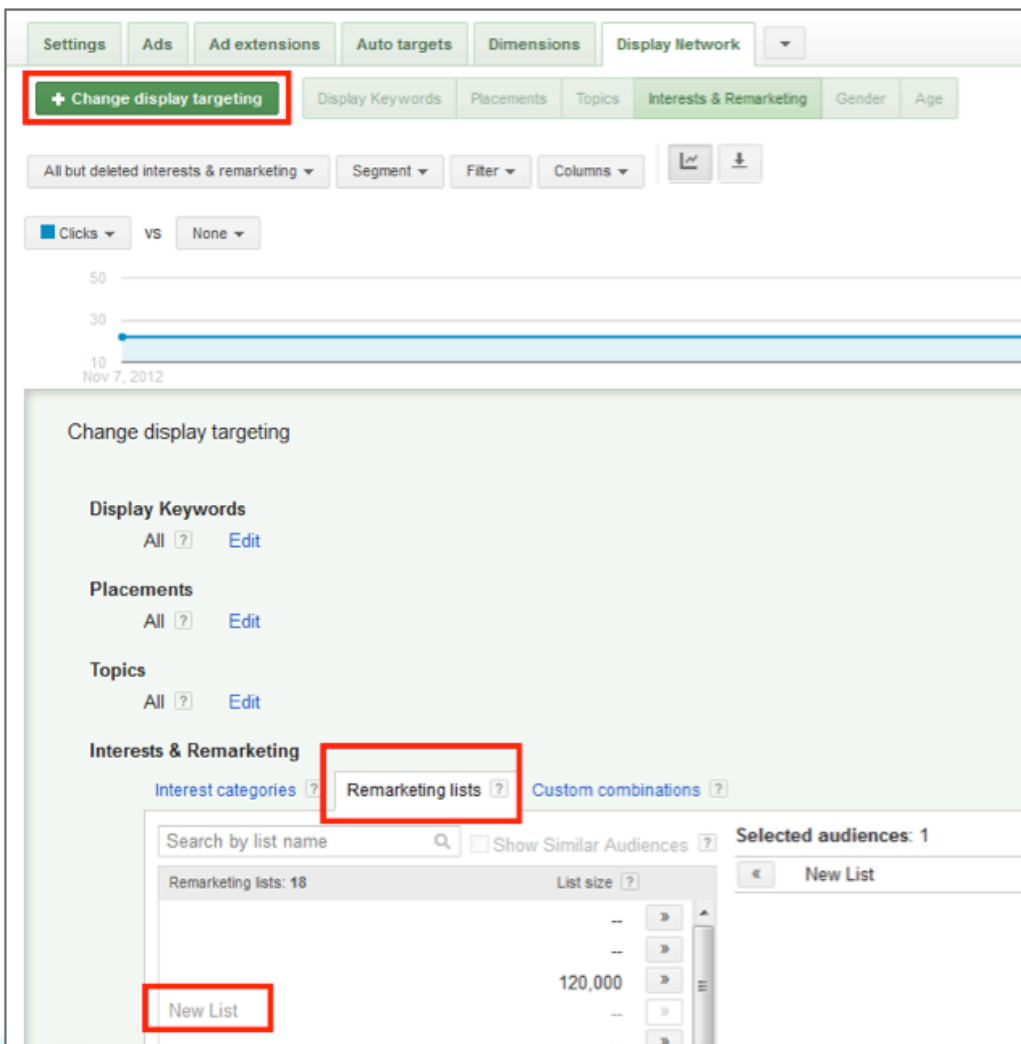
- 9 Add both text and image ads to this new ad group. Here are the image ad size requirements:

Supported image types	200 × 200	Small square	
Formats: gif, jpg, png, swf	336 × 280	Large rectangle	
	300 × 250	Inline rectangle	
320 × 50	Mobile leaderboard	120 × 600	Skyscraper
468 × 60	Banner	160 × 600	Wide skyscraper
728 × 90	Leaderboard		
250 × 250	Square		
			See Examples

- 10 Next, stay within the newly created ad group and click on the “Display Network” tab then the “Interests & Remarketing” button.



- 11 Click “+ Change display targeting” > “Remarketing Lists” > and select the remarketing list you created in step 2 > then click save.



*Want to add remarketing and display
to your paid search campaign?*

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