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Australia

Google AdWords - How To...

Setup Dynamic Retargeting for Products

If you are an e-commerce business who is spending money on advertising, it makes good sense for you to set aside a portion of that budget to retarget or remarket to those customers who have already visited your site. They have shown an interest in your products and are therefore more likely to convert.

Google tells us that 96% of shoppers do not make a purchase on their first visit to a site so it's important not to lose those customers. Setting up remarketing itself is quite straightforward, but if you are a site that sells products, it is more useful to customers to show them the products they have been browsing. This is a brief guide on how to do that....

Step 1 - Link your Accounts

1. Sign into your [Google Merchant Center](#) Account
2. Click the "three dots" drop down and select "Account Linking"
3. Select "AdWords"
4. Enter the AdWords customer ID of the account you want to link

5. Click "Add"
6. Sign into your Google AdWords Account
7. Click the "gear" icon from the top right menu and select "Linked Accounts" from the drop down
8. Select "View Request" button
9. To approve linking the accounts select "Approve"
10. To reject the request, select "Reject". Should you wish to link the accounts later you will need to send a new request from Google Merchant Center.

Step 2 - Setup your Campaign

1. Sign into your Google Adwords Account and click the red "+ Campaign" button to add a new campaign
2. Select "Display Campaign Only"
3. Select Marketing Objective and check the "Buy on your website" checkbox
4. Enter your usual campaign details: Name, Bid Strategy, Budget and then click to "Expand Additional Settings"
5. Expand "Dynamic Ad Settings" and click "Use dynamic ads" checkbox
6. Click to "Setup Remarketing", this will take you through a step by step process to create a new feed
7. Select your feed, click "save and continue"
8. Type in your Ad Group Name & Bid
9. Select "Interests and Remarketing" underneath 'How to Target your Ads' and choose Remarketing Lists
10. Select the list you want to use and click "save"

Step 3 - Create Dynamic Ads

1. Sign in to your [AdWords account](#).
2. Click + Ad and select Ad gallery.
3. Click Dynamic ads.
4. Click Create.
5. Select Dynamic responsive ad.
6. Upload your marketing image and logo, or let AdWords scan your website for images to pick from.

Marketing image guidelines: Upload a 1.91:1 landscape image. Next best image ratios are a 1:1 square or a 1:1.91 portrait. Ideally, the image should be at least 1200 pixels on the long side.

Logo guidelines: Upload your logo. It should have an image ratio of 1:1 (square) and be 128 x 128 or greater. The recommended size is 1200 x 1200. A transparent background is best, but only if the logo is centered.

7. Enter your other ad assets, like headlines, descriptions, and landing pages.
8. Click Save and preview.

Prerequisites:

- Your products must have a unique product ID (<https://docs.woocommerce.com/document/managing-products/>)
- https://support.google.com/adwords/answer/6275314?hl=en&ref_topic=6275320

About Us

We provide digital strategy and training to small businesses: e-commerce sites, retailers, real estate agents and independent media companies. We help our clients to understand the digital landscape, show them the areas to focus on that will give them the highest impact to their revenue and give them back the gift of time by doing the thinking and writing the strategy for them.

If you would like some assistance in developing your digital strategy, get in touch with us.

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