

# Increase Conversion: Retarget Website Visitors with Google AdWords Remarketing

## CONCEPT OVERVIEW

### BUSINESS CHALLENGES

With shrinking budgets and consumers spending more conservatively than ever, marketers need to get smarter about how they target and convert Website visitors. Leveraging visitor data between acquisition channels enables marketers to increase conversion rates for all acquisition channels, including search marketing, email and display banners.

### THE ANSWER

By using Google AdWords Remarketing in concert with your email & search campaigns you can convert more of your visitors over time, leading to greater overall ROI across all your marketing campaigns.

For example, on the 314Marketing.com Website, a portion of the searchers for “Google AdWords” will simply review the services and convert directly on the site. But another percentage will review the services, go to the main offer page and then abandon the conversion. At that point you have tagged the prospect as a potential customer. You can remarket to them with an offer specifically for Google AdWords to rescue otherwise lost revenue. By converting more of your search marketing prospects using remarketing, you increase both revenue and return-on-ad-spend for your search campaigns.

### 314 MARKETING SOLUTION

314 Marketing allows you to automatically remarket to prospects you bring to your site through paid search, email marketing, and SEO.

#### Here's how:

Use 314 Marketing to increase the effectiveness of your AdWords spend.

Non-converting leads are captured in a list for AdWords Remarketing

AdWords Remarketing Campaigns are developed by 314 Marketing.

The campaign places a tracking code on your website visitor's computer.

Non converting visitors are placed in one remarketing list.

Converting customers are placed in another remarketing list.

Display campaigns complete with Banners, Skyscrapers and text ads appear to visitors throughout the internet who are on the specified remarketing lists.

### BENEFITS

#### **Increase Conversion:**

Generate relevant retargeted AdWords campaigns based on Web site history, purchase history and past keyword searches.

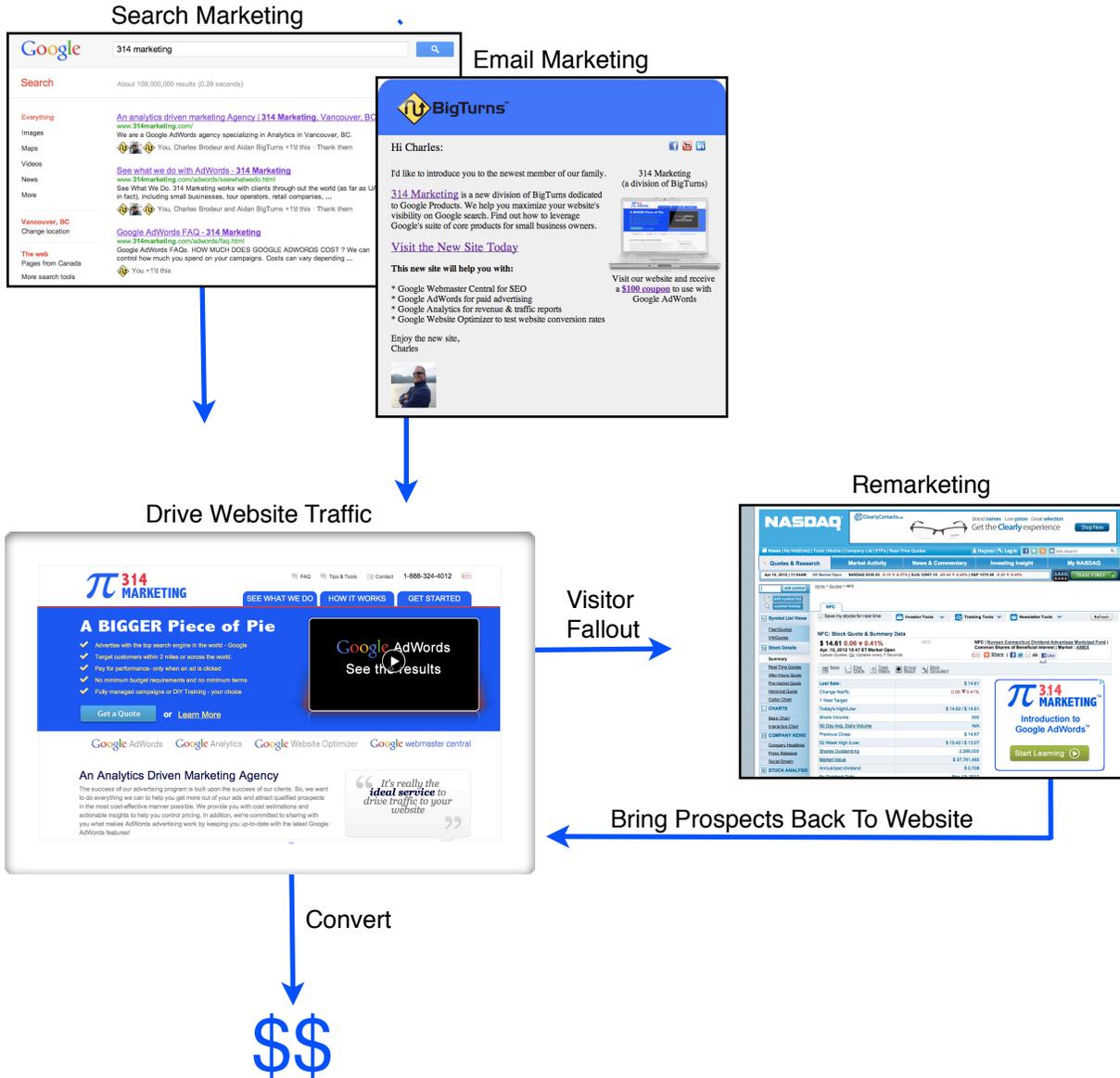
#### **Improve ROAS**

By converting more of your search marketing prospects using remarketing, you increase both revenue and return-on-ad-spend for your search campaigns.

#### **Drive Relevant Remarketing**

Increase the relevance of the visitor experience by displaying relevant remarketing ads based on unique search and Website behavior.

# SEARCH MARKETING, EMAIL MARKETING, REMARKETING EXAMPLE



## 314 MARKETING—THE LEADER IN GOOGLE BUSINESS REMARKETING

More companies around the world rely on The 314 Marketing Solution to optimize customer interactions — creating more personalized, relevant customer experiences while also maximizing the return on their marketing spend. The 314 Marketing services offers superior usability, supports multiple languages and currencies, and is delivered on-demand that is designed to scale with customer needs.

Powered by Google's Products & Services, the solution is supported by world-class services and a rich ecosystem of partners, developers and marketers. 314 Marketing Client Services include flexible support options and global access. 314 Marketing has a world-class implementation methodology and industry best practices.