

Friday 23 October, 2020 • 9:30am–10:15am

10

Advanced retargeting **must do's** for e-commerce brands.

A webinar presented by



MARKETING TECHNOLOGY LTD

Before we begin...

- We are recording and you'll receive a link
- Please stay muted
- Submit your questions to us using the chat & we will answer them at the end
- The tips in this webinar can be used for e-commerce brands of all different sizes
- #WebBoxWebinar

In the next 45 mins...

- Facebook Retargeting
- Programmatic Retargeting
- Q&As

[#WebBoxWebinar](#)

Your Hosts



- Rhodri Williams
- Head of Digital, WebBox
- rhodri@webboxdigital.co.uk
- <https://www.linkedin.com/in/roddydigital/>

#WebBoxWebinar

Your Hosts



- 12+ years experience in digital marketing
- Campaigns of all shapes and sizes
- rhodri@webboxdigital.co.uk
- <https://www.linkedin.com/in/roddydigital/>

#WebBoxWebinar

Your Hosts



- Andrew Bruce
- Head of Agency, Mtec
- andrew@mtec.digital
- <https://www.linkedin.com/in/andrewsbruce/>

#WebBoxWebinar

Your Hosts



- 15+ years in marketing
- Work with companies focussed on growth
- andrew@mtec.digital
- <https://www.linkedin.com/in/andrewsbruce/>

#WebBoxWebinar

Why is Retargeting Important?

- 91% of marketers who have used retargeting have found it to perform the same as or better than search, email, or other display ads. [source: [IAB](#)]
- Retargeted ads average a CTR 10x higher than that of standard display ads [source: [kenshoo](#)]
- 98% of visitors leave your website without making a purchase [source: [MeetEdgar](#)]

#WebBoxWebinar

Common Mistakes

- Showing the same ad to everyone who visits your website
- Targeting your whole audience with one set time period
- Not capping the amount of times a user see's your ads
- Seeing an ad for the same product you've just purchased

[#WebBoxWebinar](#)

#1 – Utilise Google Analytics Data



Google
Analytics

[#WebBoxWebinar](#)

#1 –Time on Site



#WebBoxWebinar

#1 -Time Lag Report

Conversions

7,718

% of Total: 87.81% (8,789)

Conversion Value

£400,909.28

% of Total: 100.00% (£400,909.28)

Time Lag in Days ?	Conversions ?	Conversion Value ?	Percentage of Total	
			Conversions	Conversion Value
0	2,498	£124,992.18	32.37%	31.18%
1	214	£10,544.40	2.77%	2.63%
2	158	£7,177.79	2.05%	1.79%
3	212	£10,566.59	2.75%	2.64%
4	99	£5,385.96	1.28%	1.34%
5	132	£6,423.49	1.71%	1.60%
6	140	£8,182.28	1.81%	2.04%
7	101	£5,286.34	1.31%	1.32%
8	81	£4,607.29	1.05%	1.15%
9	78	£4,549.24	1.01%	1.13%
10	64	£2,962.98	0.83%	0.74%
11	52	£2,669.24	0.67%	0.67%
⊕ 12-30	782	£42,231.14	10.13%	10.53%
⊕ 31-60	845	£46,725.74	10.95%	11.65%
⊕ 61-90	2,262	£118,604.62	29.31%	29.58%

#WebBoxWebinar

#1 – Path to Conversion

Conversions

7,718

% of Total: 87.81% (8,789)

Conversion Value

£400,909.28

% of Total: 100.00% (£400,909.28)

Path Length in Interactions ?	Conversions ?	Conversion Value ?	Percentage of Total	
			Conversions	Conversion Value
1	1,820	£87,400.59	23.58%	21.80%
2	847	£41,258.02	10.97%	10.29%
3	566	£29,023.66	7.33%	7.24%
4	372	£19,541.25	4.82%	4.87%
5	291	£15,440.50	3.77%	3.85%
6	218	£11,667.30	2.82%	2.91%
7	228	£11,735.26	2.95%	2.93%
8	178	£8,739.19	2.31%	2.18%
9	157	£9,412.65	2.03%	2.35%
10	120	£6,303.87	1.55%	1.57%
11	118	£5,979.61	1.53%	1.49%
12+	2,803	£154,407.38	36.32%	38.51%

#WebBoxWebinar

#2 – Build Multiple Audiences



#WebBoxWebinar

#2 – Grouping



#WebBoxWebinar

#3 – Evergreen

- Audiences that dynamically updates
- Reduces the risk of poor performance and ad fatigue
- Easy to set up and it can bring in a great ROI

#WebBoxWebinar

#3 – Evergreen

- Time parameters on when they see the ads and then drop off
- Use multiple ads (ideally 10+)
- Tweak based on whether they just visited or initiated checkout

[#WebBoxWebinar](#)

#4 – Seasonal



[#WebBoxWebinar](#)

#4 – Plan Ahead

10
2020

October

SUN	MON	TUE	WED	THU	FRI	SAT
				1 Black History Month → Breast Cancer Awareness Month → International Coffee Day	2 World Smile Day	3
4 World Animal Day	5	6	7	8	9	10 World Mental Health Day
11	12	13	14	15	16 World Food Day	17 International End Poverty Day
18	19	20 World Expo 2020 →	21	22	23	24 United Nations Day
25	26	27	28	29	30	31 Halloween

Tweet inspiration: 'Tis the season for planning! As you begin to outline your holiday content, here are some ideas to consider:

- Gift guides
- Product spotlights
- Campaigns that give back
- How-to videos
- Pre-order campaigns

EVENTS LENGTHS

BFI Film Festival TBD
Black History Month 1/10 - 31/10
Breast Cancer Awareness Month 1/10 - 31/10
World Expo 2020 20/10 - 10/4

• Entertainment • Sports • Holidays • Conferences • Other

TBD: dates were not available at time of print, but keep an eye out for these events.

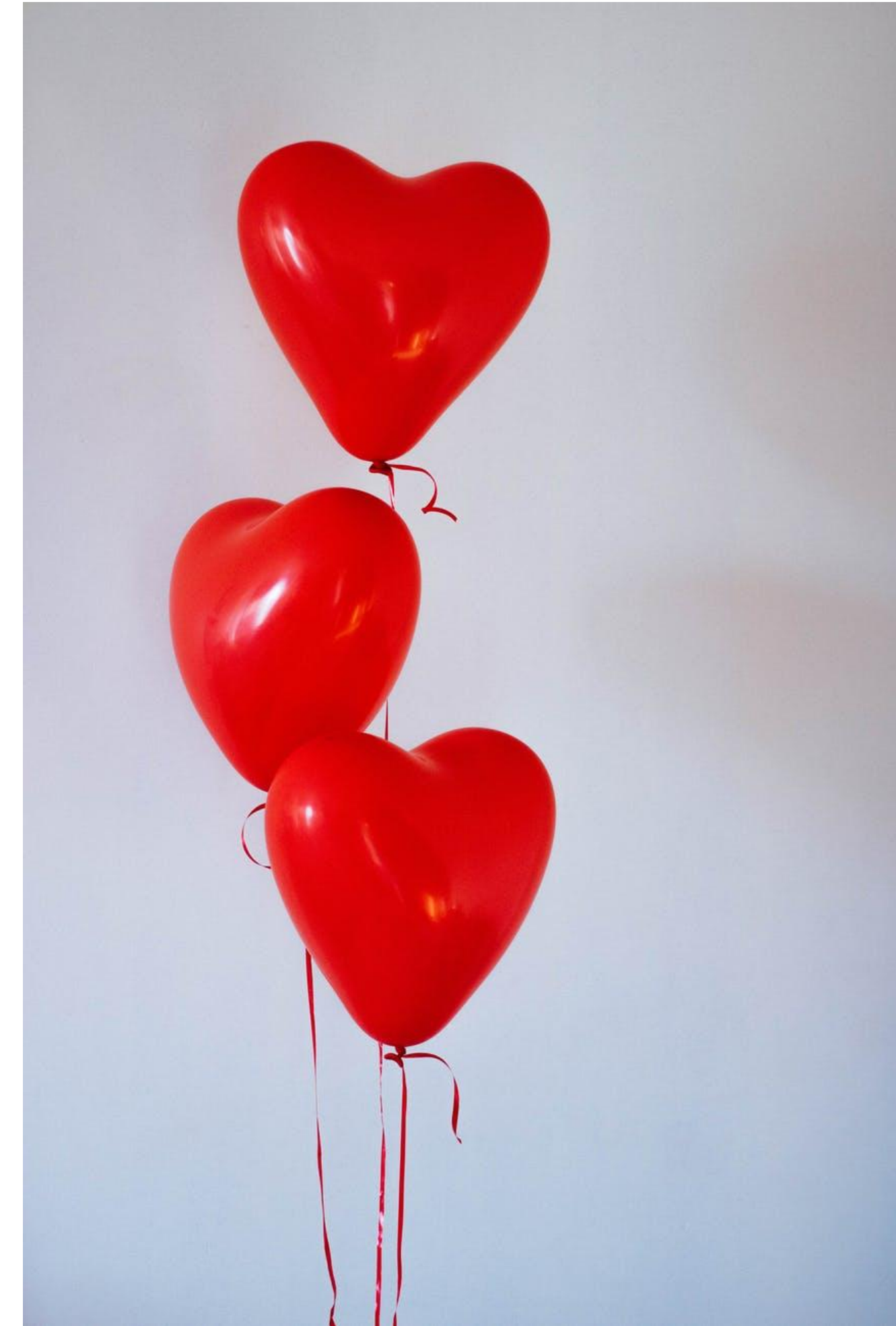
✉ @TwitterMktgUK

https://blog.twitter.com/en_gb/topics/marketing/2019/UK-2020-Calendar.html #WebBoxWebinar

#4 – Gifting Season



+



#WebBoxWebinar

#5 – Be Creative



#WebBoxWebinar

#5 - Talk to your potential customers


 **ASOS**
Sponsored

You want it? 📦 We got it. 🛒 Shop now at ASOS.




ASOS.COM
Hanz De Fuko Style Lock Hairspray-No Colour
We're business as usual. Discover the latest fashion & trends in menswear & womenswear at ASOS. Shop our...

[Shop Now](#)

 **ASOS**
Sponsored
ID: 1052096075260995

Big up the Nike H020 collection 🌱 at least 20% recycled, 0% second thoughts, 100% you.

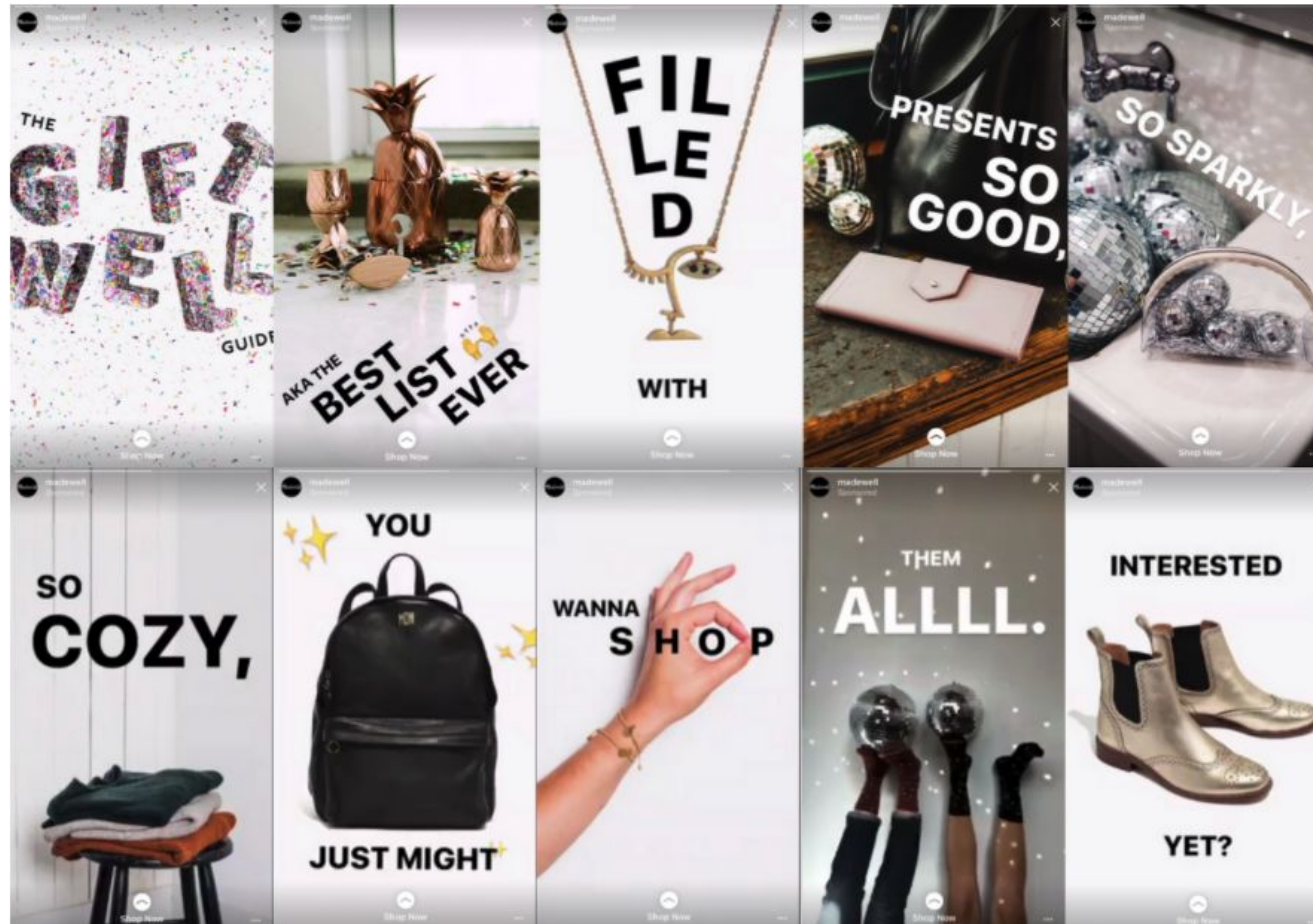


WWW.ASOS.COM
The Power of We
Shop responsible Nike

[Learn More](#)



#WebBoxWebinar

#5 – Try something different




#WebBoxWebinar

#5 – Be Dynamic

 **Ralph Lauren**
Sponsored · 

100% Recycled. 100% Recyclable. 100% Polo.



Introducing The Earth Polo
Sustainable style [Shop Now](#)

Introducing The Earth Polo
Sustainable style

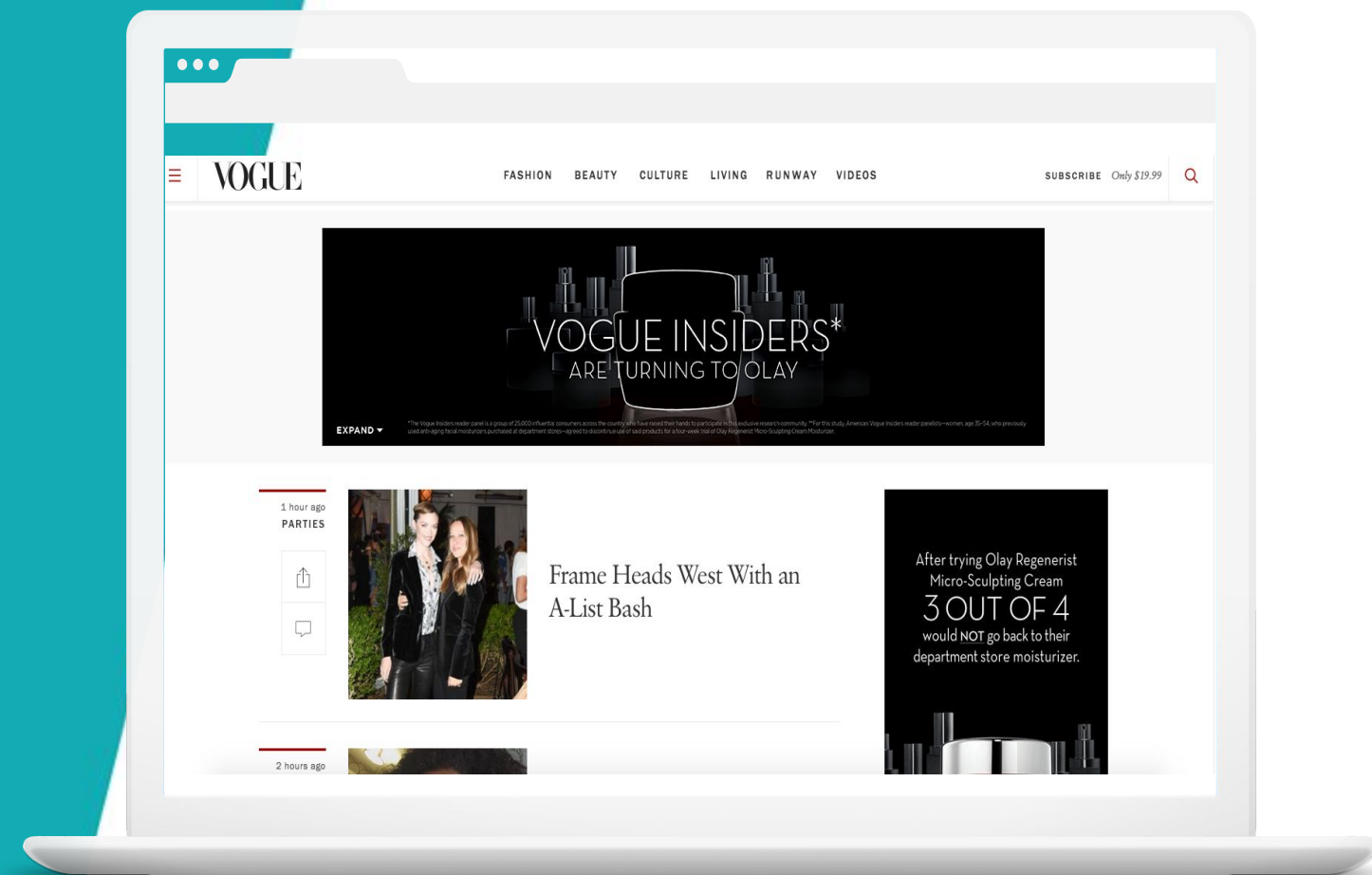
[#WebBoxWebinar](#)

Facebook Summary

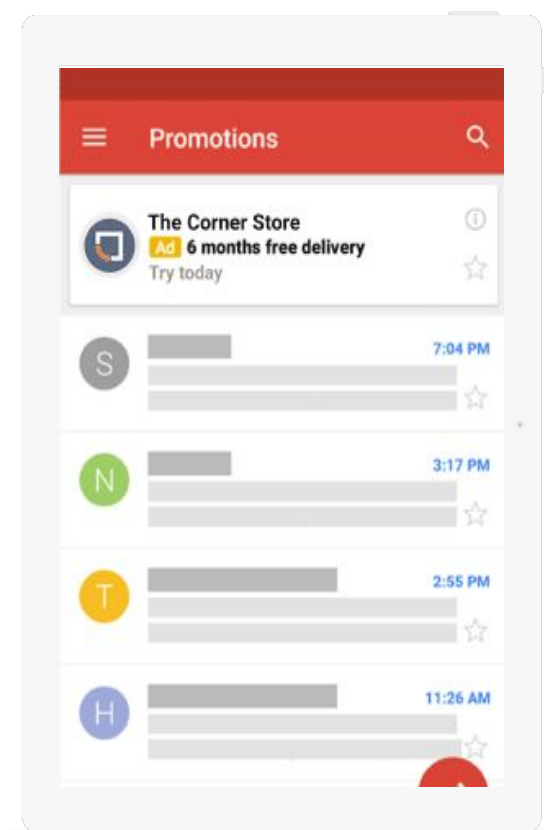
- Use the data you have to help find patterns for your campaigns.
- Build as many different audience groups and keep testing them
- Be smart with your evergreen campaigns
- Plan ahead and tailor ads to what is currently happening
- Get creative with your ad copy and test what works

[#WebBoxWebinar](#)

Tell a story – Don't be ordinary



Display



Gmail ads

- 5,000 ads per day
- Don't be plain
- Paint a picture
- Tell a story with creatives

#WebBoxWebinar

Tell a story – Don't be ordinary

Sequencing

Leverage sequential messaging to **tell a story to the user** across multiple ads



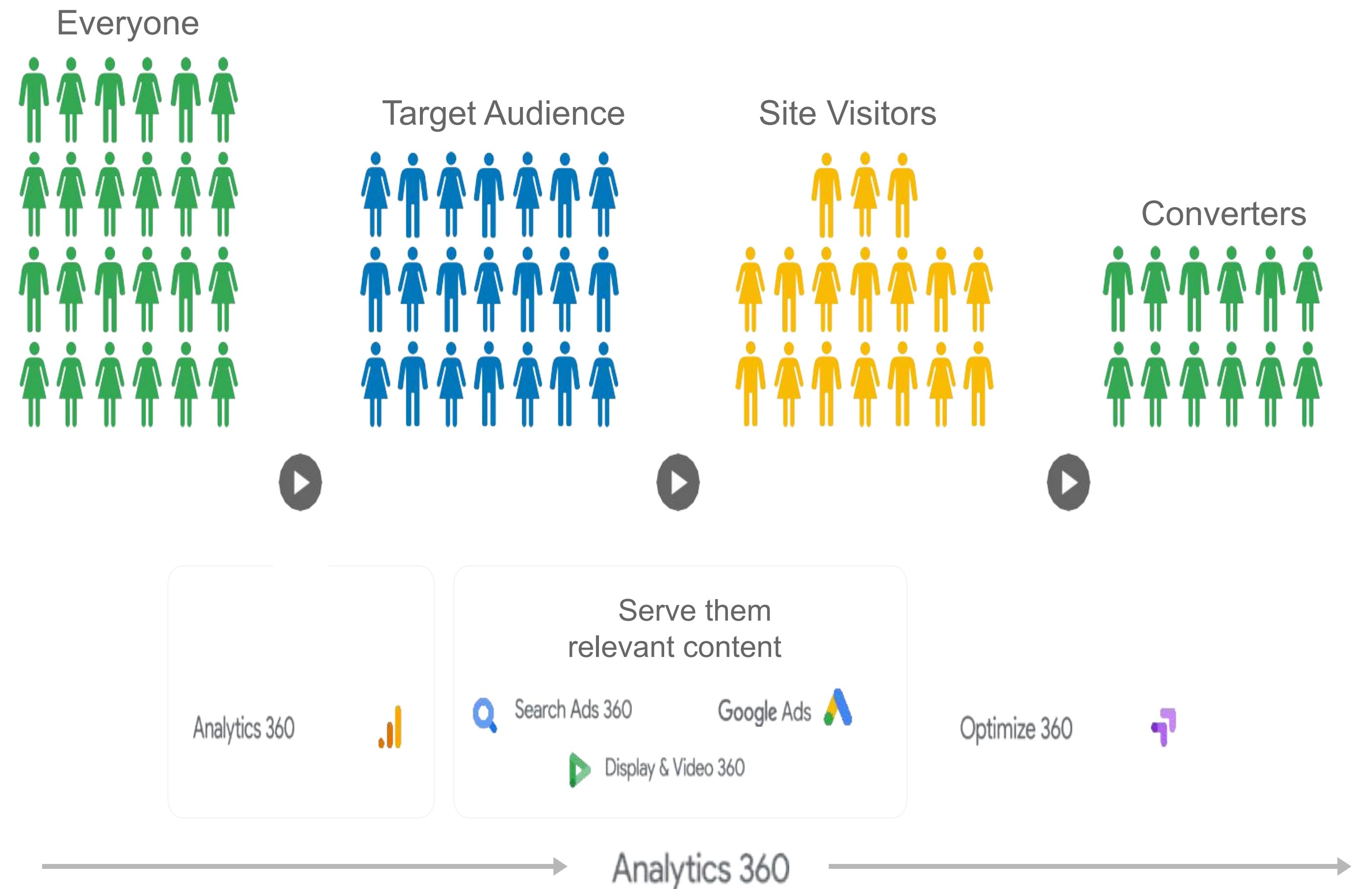
Advanced Ad Formats

Give your customers **a new effective way** to discover your products



Relevance & Regency

- Categorise your site visitors
- Build audiences based on time
- Campaigns based on data & actions
- Measure every conversion



#WebBoxWebinar

Relevance & Regency

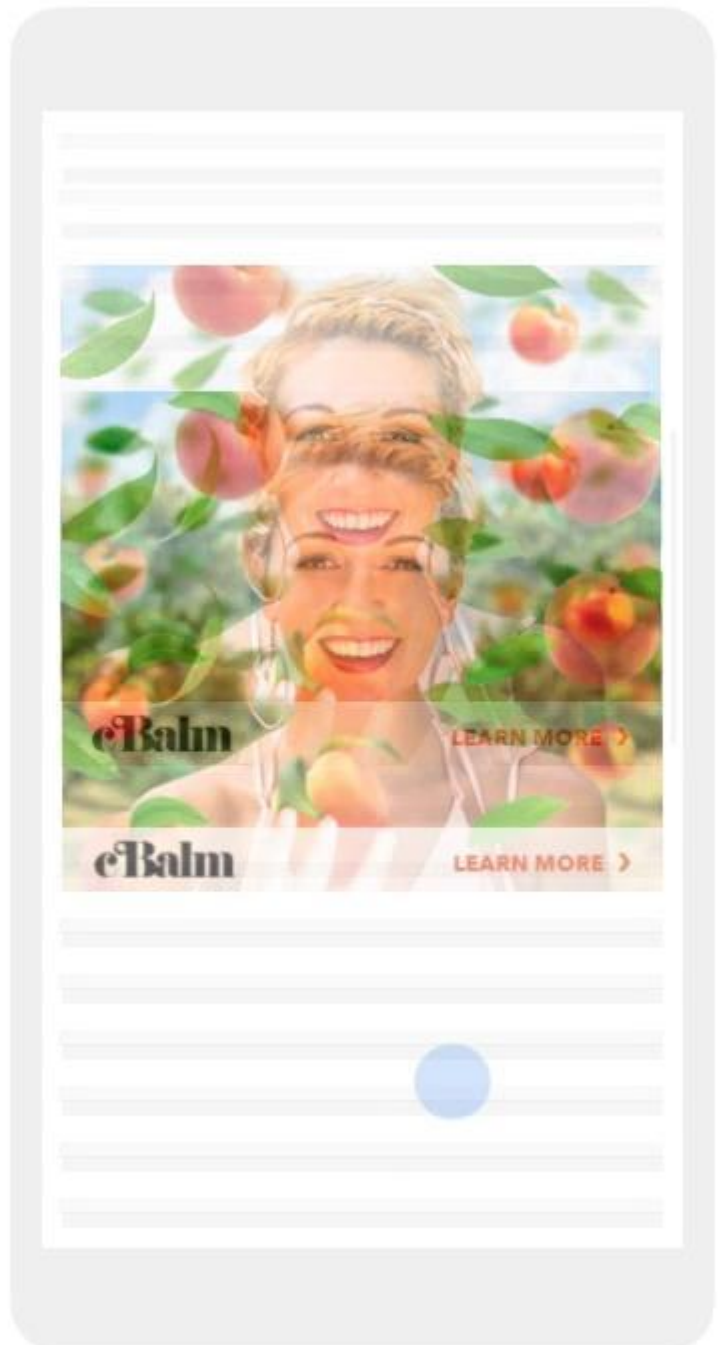
Decisioning

Choose the **most engaging ad** for the audience and their stage of the journey



Specific

Choose the **most engaging ad** for the audience and their stage of the journey

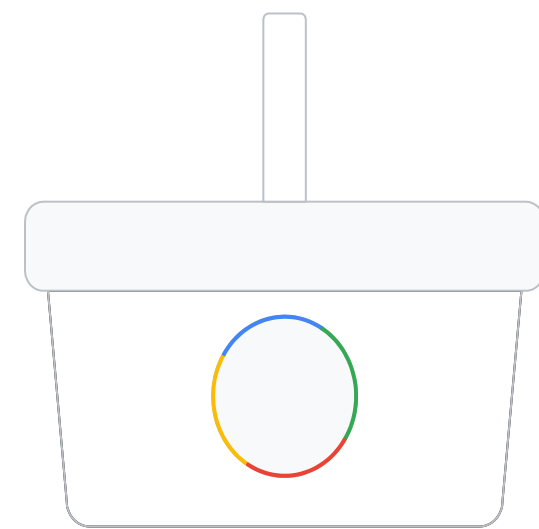


#WebBoxWebinar

Connect To SA360

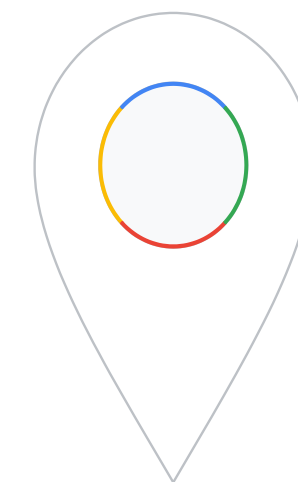
Create highly targeted campaigns with dynamic data

Use data from an inventory feed to generate campaigns, ad groups, text ads, keywords, and Google Ads sitelinks. As you update inventory data, Search Ads 360 automatically updates the generated campaigns.



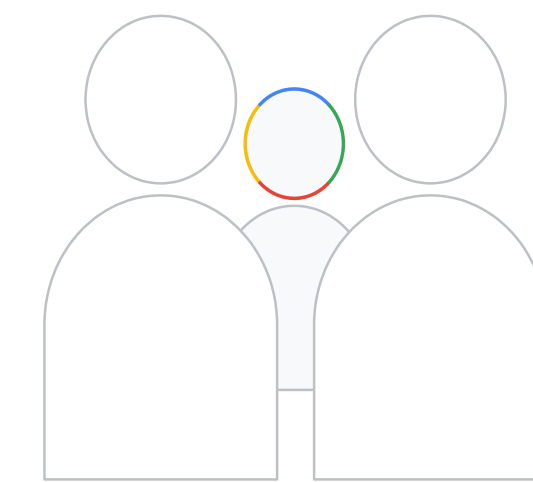
Adaptive Shopping

Automatically create smaller product groups to help achieve better results



Adaptive Geo

Automatically optimize your location targets based on your campaign goals



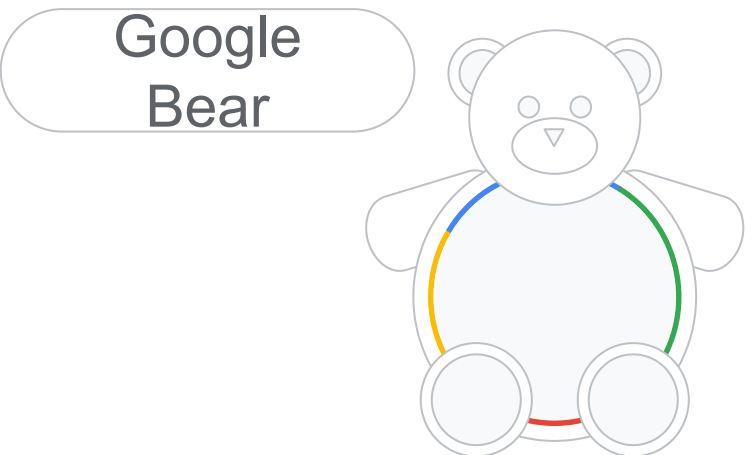
Adaptive RLSA

Automatically add all the available lists (RLSA, Similar Audiences, Customer Match, etc)

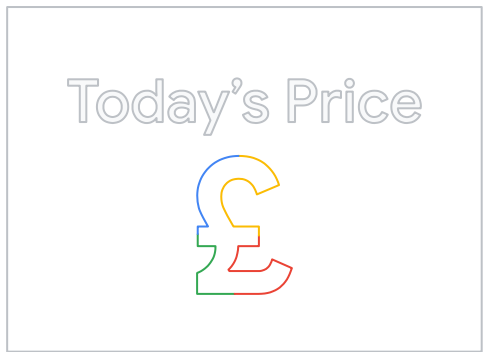
[#WebBoxWebinar](#)

Connect To SA360

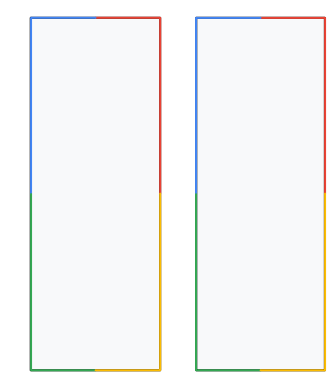
Example Scenarios:



Create specific keywords for each and every product you sell



Generate ads with the latest price



Pause activity when stock levels drop too low

#WebBoxWebinar

Connect To SA360

Performance

Optimise bids towards predetermined goals such as ROI, ERS, Revenue.

Set the Smart Bidding to either optimise to the most conversions within a budget, or a CPA/ROI.

Visibility & Brand

Optimise bids towards a desired auction position or visibility based goal.

Optimize towards auction position, and in the near future impression share and viewability goals rather than purely an average position in the search engine results page

Budget

Optimise bids, budget caps and bid adjustments toward your budget goals

Combine a CPA goal with a monthly budget to deliver the highest volume or best CPA based on your budget.

Takes into account day of week and seasonality.

And automate the bid management of your Mobile, Geo and RLSA modifiers.

Automatically optimize:

Recommendations will be provided for all bid adjustments not selected below. [Learn more.](#)

- Keywords and other biddable items
- Mobile bid adjustments
- Remarketing target bid adjustments
- Location target bid adjustments

#WebBoxWebinar

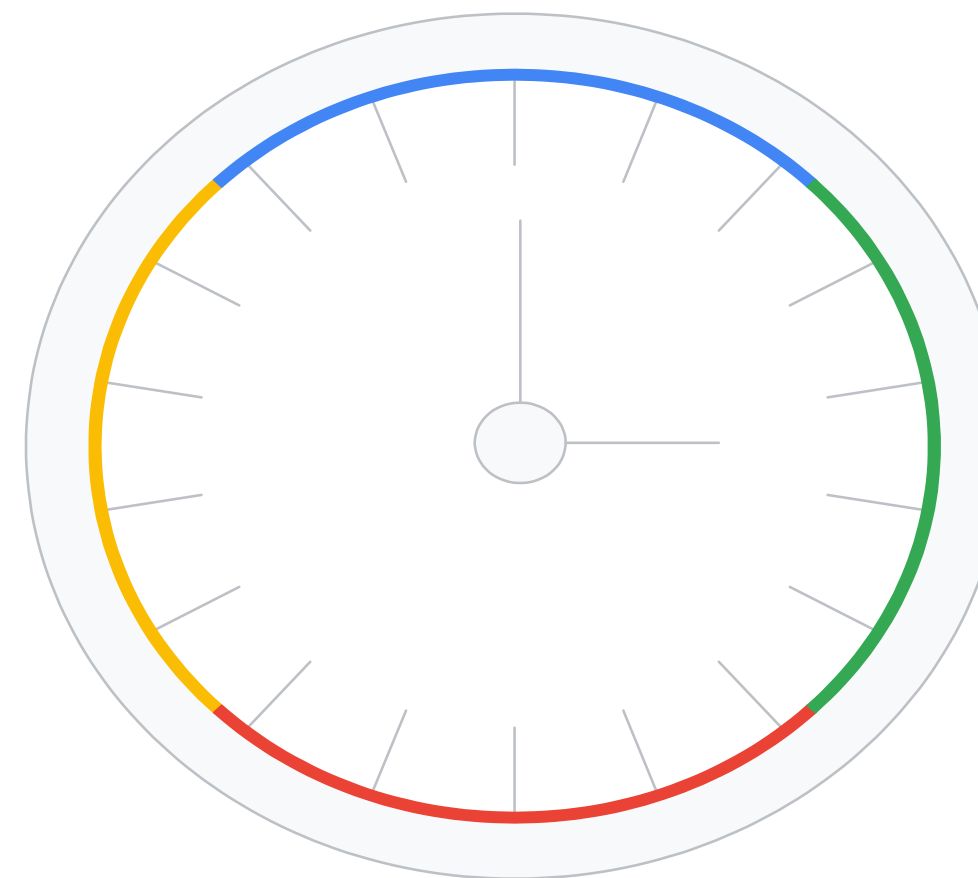
Connect To SA360

Real time data means real time results

The freshest data in the market
(no 24hr delay)

Reliability of Google's architecture

Take advantage of market
opportunities



Real-time bid decisions
throughout the day

Test in real-time for quick results

Deliver search insights/signals
to DBM in real-time

[#WebBoxWebinar](#)

Look A Likes

Integrated with 25+ DMPs

▶ Display & Video 360



Onboard CRM data through 3rd Party providers

▶ Display & Video 360



#WebBoxWebinar

Thanks for listening.

Q&As



- rhodri@webboxdigital.co.uk
- <https://www.linkedin.com/in/roddydigital/>



- andrew@mtec.digital
- <https://www.linkedin.com/in/andrewsbruce/>

#WebBoxWebinar