

**TopFloorTechnologies™**

## The Next Generation of Digital Advertising to Drive Business Results

December 3<sup>rd</sup>, 2013

Twitter: @jostumpner @topfloortech



# Top Floor Technologies



- Website Design & Development
- Internet Marketing
- Web Analytics & Conversion Improvement
- Marketing & Branding Strategy

*Maximizing Online Marketing Results for Hundreds of Businesses Since 1999*



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# Getting the Most From Today's Workshop

Write down **2-3 learning points** that you will begin putting into action within the next two weeks. Then – follow through.

WEEKS. THEN – FOLLOW THROUGH.



# + Agenda

- 1. Remarketing Basics**
- 2. Targeting Strategies**
- 3. Measuring Performance**
- 4. Display Network Tips**
- 5. On The Horizon**
- 6. Q & A**



# Remarketing Basics

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## + Remarketing Basics

96%

of people visit a website and leave  
without completing the actions  
marketers want them to take

# Remarketing Basics



# Remarketing Example

The screenshot shows the Musician's Friend website with a navigation bar at the top containing links for Log In, Email Updates, Gift Certificates, Track Order, Contact Us, Feedback, Shipping To, and My Cart. The main header features the Musician's Friend logo and a search bar. Below the header is a category menu with options like Shop, Deal Center, Used Gear, Videos, Resources, and Private Reserve. A promotional banner for a 10% off sale is visible, along with a navigation breadcrumb: Home > Guitars > Electric Guitars > Solid Body Electric Guitars. The product page for the Gibson Les Paul Swamp Ash Studio Electric Guitar is displayed, featuring a large image of the guitar, a 'Sale' badge, and pricing information. The MSRP is \$2,119.00, and the sale price is \$1,119.99. A 'Buy: New Used' selector is present, and the product is marked as '1 Used From \$974.39'. A quantity selector is set to 1, and the status is 'In Stock & Ready To Ship'. A prominent '+ Add To Cart' button is located at the bottom of the product details.

www.musiciansfriend.com/guitars/gibson-les-paul-swamp-ash-studio-electric-guitar

Log In | Email Updates | Gift Certificates | Track Order | Contact Us | Feedback [+] | Shipping To: | My Cart (0) ▶

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Home > Guitars > Electric Guitars > Solid Body Electric Guitars


Alerts Print

**Gibson** **Gibson Les Paul Swamp Ash Studio Electric Guitar Natural Satin** Buy:  New  Used

★★★★★ 34 Reviews | Write a Review

SKU #517513000091000 Want Love Own

**Sale**



MSRP: ..... \$2,119.00  
Your Savings: ..... - \$800.00  
On Sale Today: ..... - \$199.01  
*Free Shipping on Orders over \$25*

**Sale Price: \$1,119.99**

- New
- Top Rated
- Top Seller
- Flexible Financing
- Price Match
- Satisfaction Guarantee

1 Used From \$974.39

Qty:  *In Stock & Ready To Ship*

**+ Add To Cart** + Add to Wishlist



# Remarketing Examples

The collage consists of several overlapping browser windows. At the top left is the ESPN MLB Scoreboard. To its right is a NYTimes.com page with a sports article. Below these is a YouTube player showing a live performance. In the center is a page titled 'Active Badges' with a grid of various Foursquare-style badges. On the right side, there are two advertisements: one for 'Yammer' in San Francisco and another for 'Free Shipping Available!' featuring four electric guitars.

# + YouTube Remarketing Example

The screenshot shows a YouTube video player with a remarketing advertisement overlaid. The video is titled "(Full Album) Buckethead - Population Override" by polipoli8. The advertisement for TopFloorTechnologies features the text "Maximize Your ROI" and "SEO, PPC, Web Development & Brand Consulting Agency by Google". The video player interface includes a search bar, navigation icons, and a list of related videos on the right side. The browser's address bar shows the URL "www.youtube.com/watch?v=j7xYtyJGQHU".

# + Examples of Various Remarketing Ads



The Static Mixer Experts Corporation

REQUEST A QUOTE 



EMPATHIA  
GOOD FOR PEOPLE. GOOD FOR BUSINESS.

Employee Assistance Programs




REQUEST A QUOTE >

EVER *White*

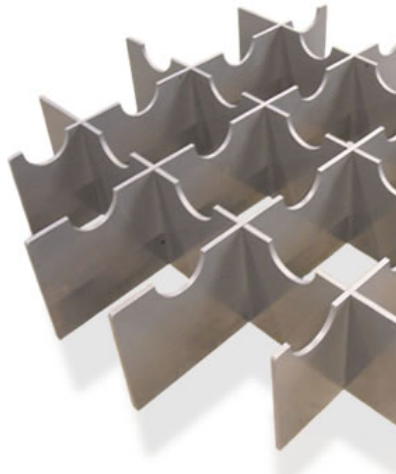
KEEPING IT CLEAN IS AS EASY AS 1 2 3



GUARANTEED TO STAY WHITE FOR A LIFETIME



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among HVAC Engineers and Contractors



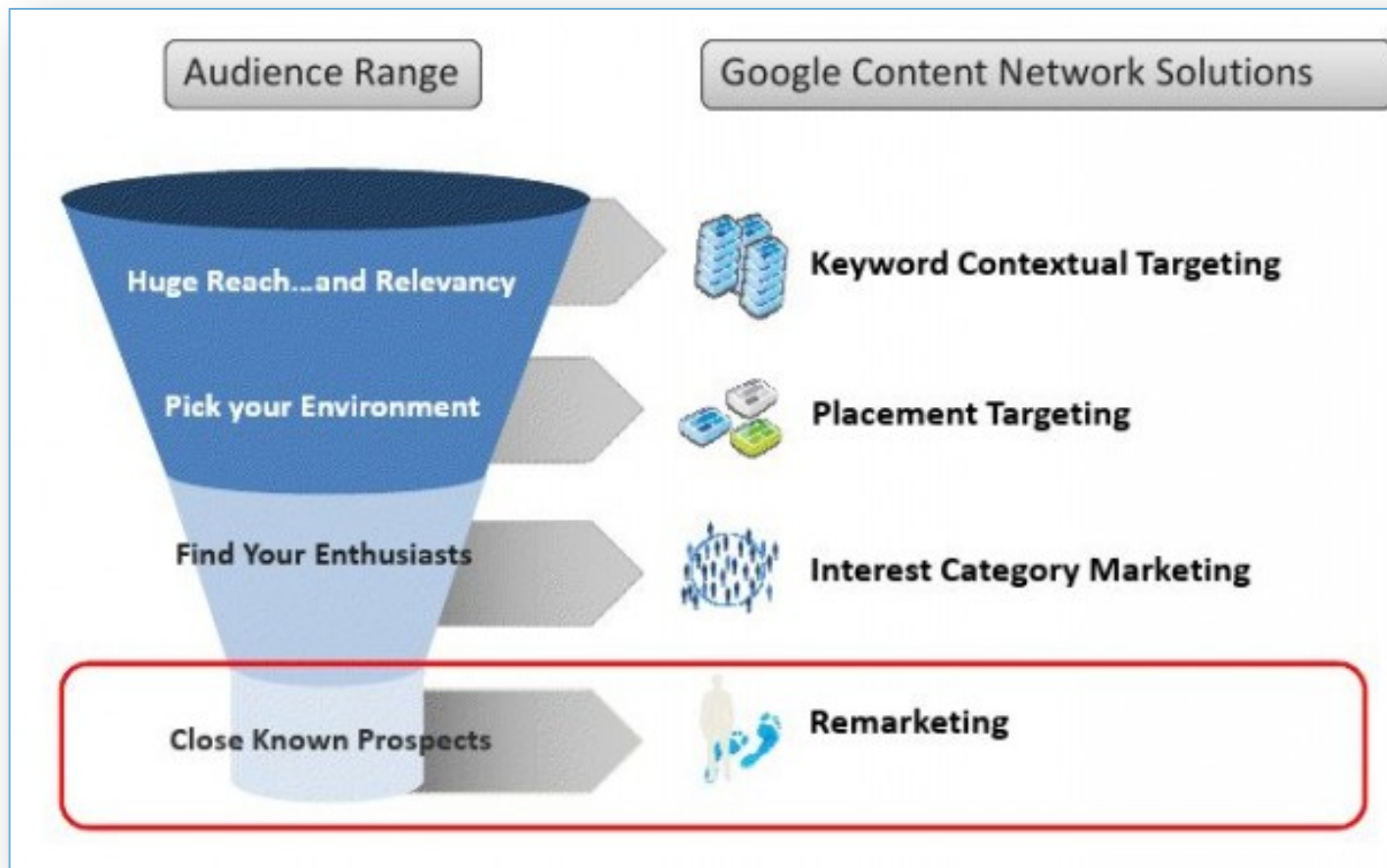
GOODWAY GET A FREE QUOTE >>>



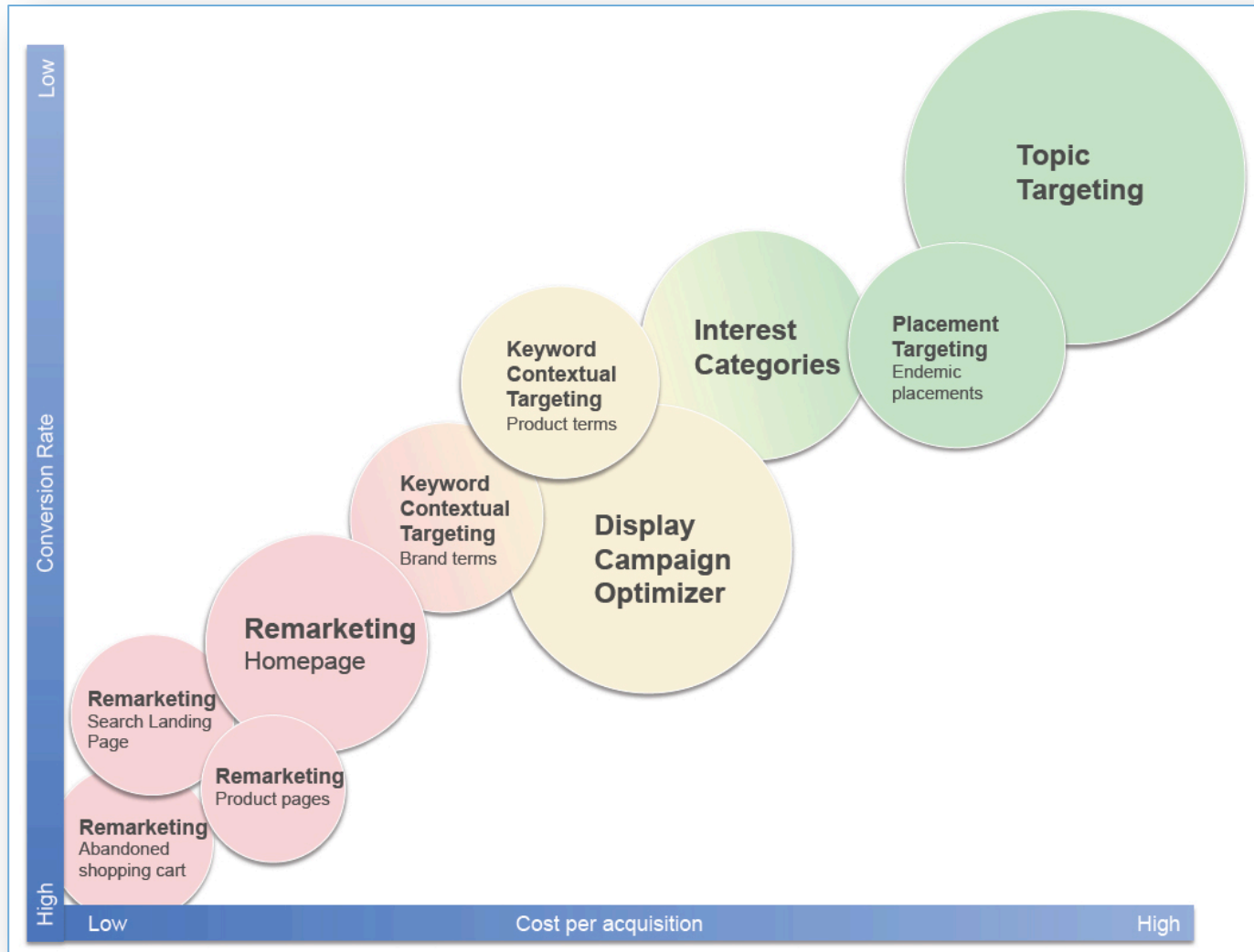
# Targeting Strategies

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# Targeting Strategies



# Targeting Strategies



# + Targeting Strategies – Topic or Contextual

The screenshot shows the Car and Driver website interface. At the top, there's a navigation bar with the site logo and menu items: VEHICLES, REVIEWS, NEWS, VIDEO, FEATURES, BUYER'S GUIDE, and SUBSCRIBE. Below the navigation bar is a promotional banner for the 'ECOBOOST CHALLENGE' by Ford, with the text 'You may be able to spend less on gas and more on fun.' and a 'TAKE THE CHALLENGE' button.

The main content area is divided into several sections:

- NEWS:** A vertical list of articles on the left side, including:
  - 2014 GMC Sierra Denali Photos and Info: Packing a Corvette-Derived 420-hp V-8** (10:32 am EDT, Justin Berkowitz, 15 comments)
  - Name That Shifter, No. 130** (05:17 pm EDT, Car and Driver, 9 comments)
  - NHTSA Looking Into Possible Ford F-150 EcoBoost V-6 Acceleration Woes, Report Says** (04:31 pm EDT, Alexander Stoklosa, 57 comments)
  - Livin' Large: 2014 Fiat 500L Starts at \$19,900** (03:49 pm EDT, Jeff Stork, 42 comments)
  - Four-Hundred and How Many Horses? Chevrolet Finally Announces 2014 Corvette Stingray's Power Figures** (02:40 pm EDT, Alexander Stoklosa, 72 comments)
- INSTRUMENTED TEST:** A featured article with a large image of a dark sedan on a track. The headline is **2014 Chevrolet Silverado 1500 5.3L Crew Cab Tested**, with a sub-headline 'Staying true Chevy blue to the classic pickup recipe.'
- VEHICLE research:** A section with a search form for 'Make' and 'Model' and a 'GO' button.
- CAR AND DRIVER VIDEO:** A video player showing a yellow sports car on a track, with a play button overlay. Below the video is the text 'As close as it gets to a no-compromise convertible supercar.'
- Best of C/D:** A section with a video thumbnail and the title **The Making of an Automotive-Action Sequence**. The description says 'We explore an action-packed scene from *Fast & Furious 6*.'
- Spied: 2015 BMW M4** (The remaking of an icon.)
- Tested: 2013 Toyota Prius V** (A hybrid with room for all the kittens.)

At the bottom right, there is a Ford advertisement with the text 'Now it's your turn.' and the Ford logo with the slogan 'Go Further'.

# + Targeting Strategies – Affinity Segments



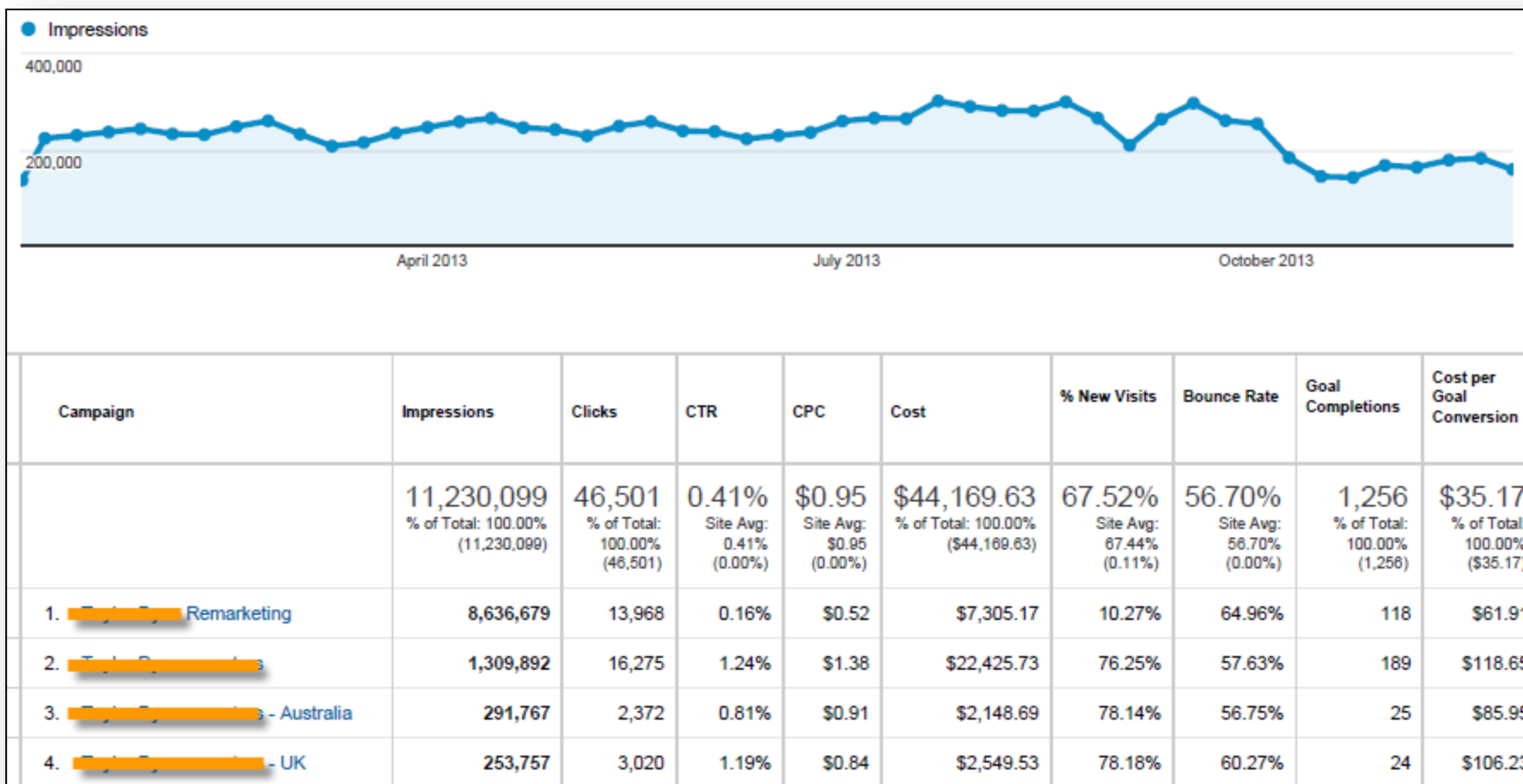




# + Measuring Performance

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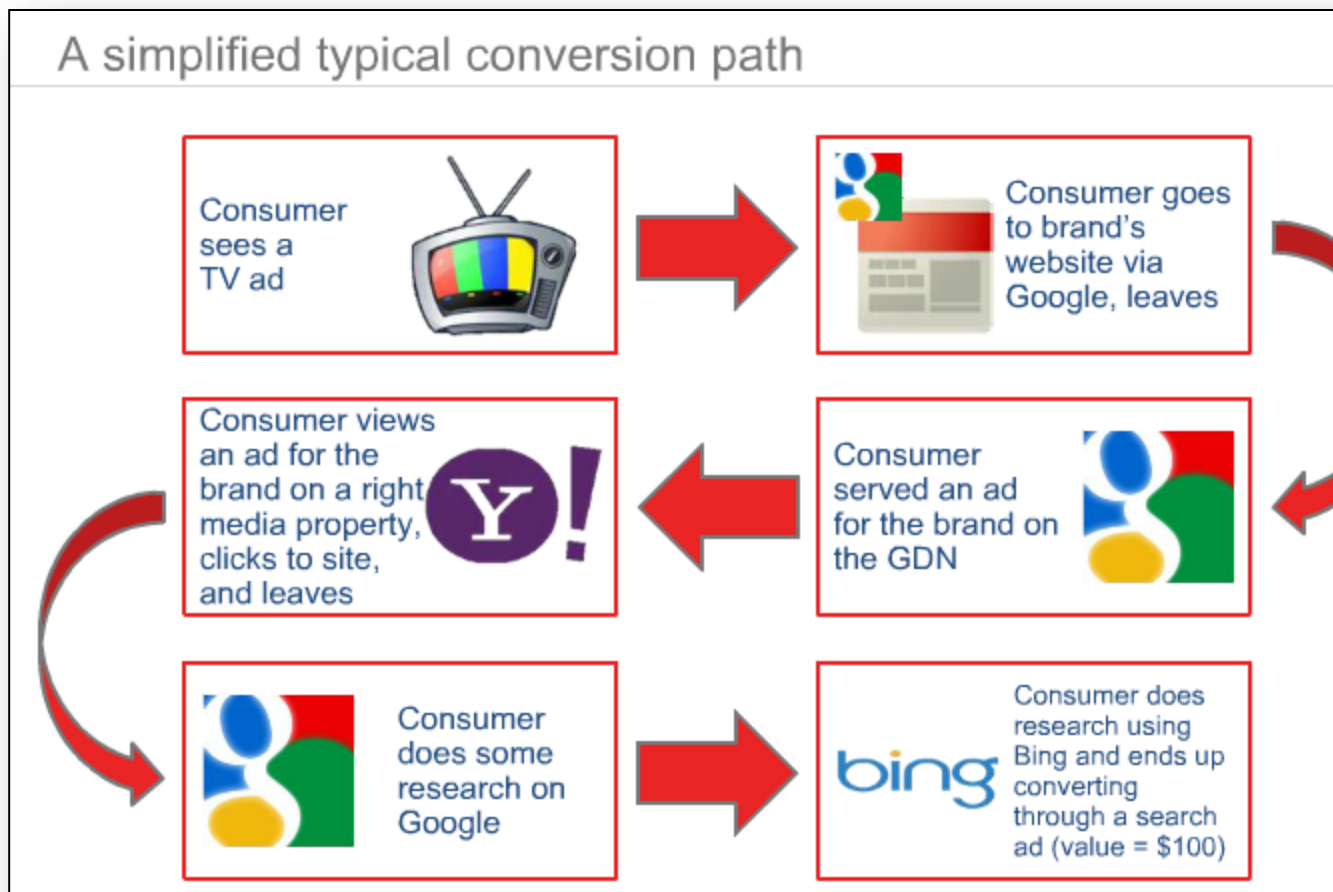
# Measuring Performance



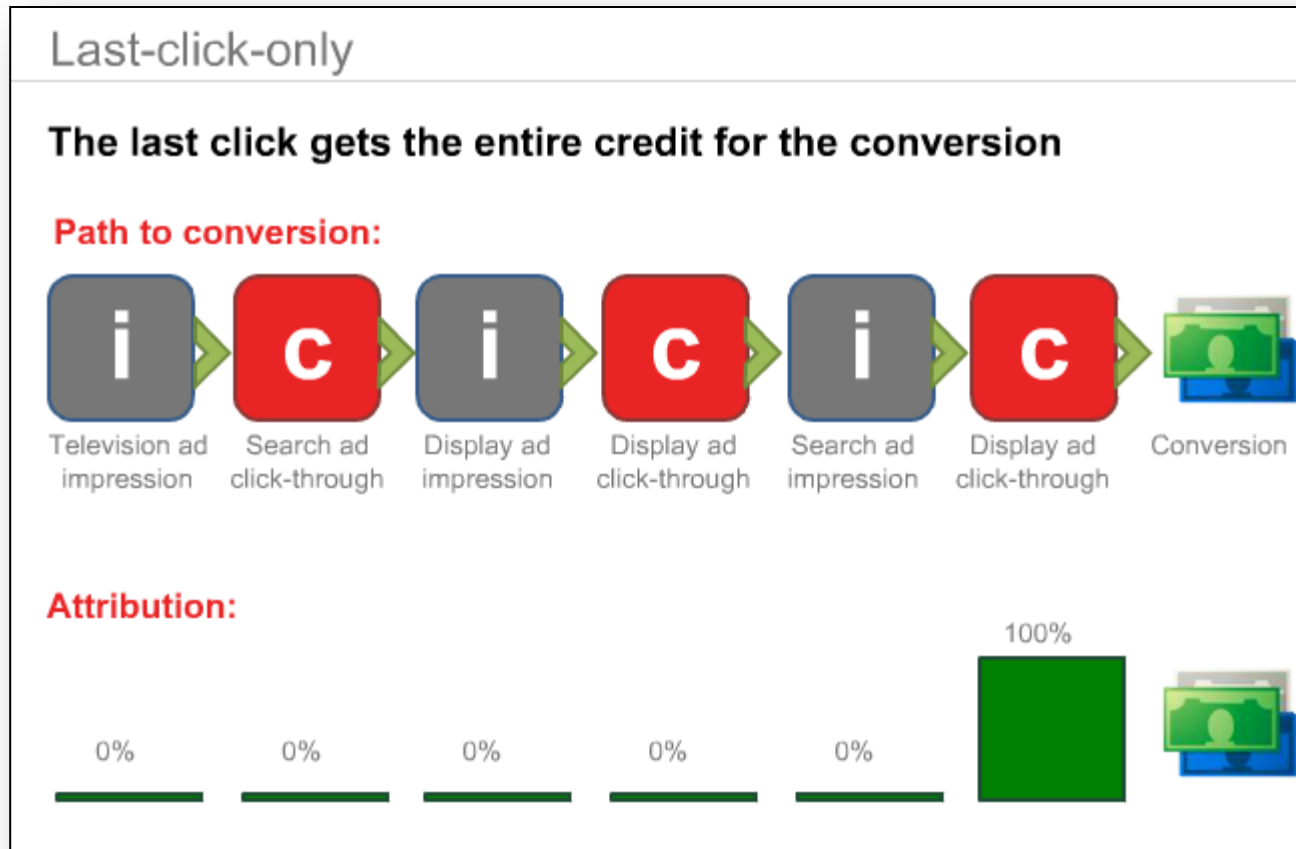
# Measuring Performance

+ Ad group		Edit ▾	Details ▾	Bid strategy ▾	Automate ▾	Labels ▾										
<input type="checkbox"/>	<input type="checkbox"/>	Ad group	Status <sup>?</sup>	Default Max. CPC <sup>?</sup>	Display Network Max. CPC <sup>?</sup>	Clicks <sup>?</sup>	Impr. <sup>?</sup>	CTR <sup>?</sup>	Avg. CPC <sup>?</sup>	↓ Cost <sup>?</sup>	Avg. Pos. <sup>?</sup>	Conv. (1-per-click) <sup>?</sup>	Cost / conv. (1-per-click) <sup>?</sup>	Conv. rate (1-per-click) <sup>?</sup>	View-through conv. <sup>?</sup>	Est. total conv. <sup>?</sup>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Remarketing	Eligible	\$0.49 <input checked="" type="checkbox"/>	auto	11,969	7,343,386	0.16%	\$0.53	\$6,296.36	1.2	125	\$50.33	1.05%	141	237
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Engine Dynamometers	Eligible	\$0.49 <input checked="" type="checkbox"/>	auto	1,119	811,164	0.14%	\$0.51	\$575.03	1.2	16	\$35.83	1.44%	28	28
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Chassis Dynamometers	Eligible	\$0.49 <input checked="" type="checkbox"/>	auto	602	339,204	0.18%	\$0.50	\$302.25	1.2	4	\$75.56	0.66%	0	6
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Data Acquisition & Control Systems	Eligible	\$0.49 <input checked="" type="checkbox"/>	auto	188	93,241	0.20%	\$0.50	\$94.48	1.2	1	\$94.48	0.53%	0	2
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Towing Dynamometers	Eligible	\$0.49 <input checked="" type="checkbox"/>	auto	89	48,746	0.18%	\$0.41	\$36.73	1.2	0	\$0.00	0.00%	0	0
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Hydraulic Test Benches	Eligible	\$0.49 <input checked="" type="checkbox"/>	auto	1	636	0.16%	\$0.32	\$0.32	1.2	0	\$0.00	0.00%	0	0
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Test Cell Design	Eligible	\$0.49 <input checked="" type="checkbox"/>	auto	0	302	0.00%	\$0.00	\$0.00	1.3	0	\$0.00	0.00%	0	0

# Conversion Attribution



# Conversion Attribution





# Display Network Tips

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# Tips - Getting Started - Remarketing

## 1. Insert a few lines of code on website

- Before you can start creating different lists for each of your customer segment, you'll need to paste the **Remarketing Tag** (small snippet of code) in **all pages** of your website



# Tips - Getting Started - Remarketing

## 1A. Auto-generate remarketing tag in AdWords

### 1. Click on "Shared Library"

The screenshot displays the Google AdWords dashboard. On the left-hand side, there is a navigation menu with several options. The 'Shared library' option is circled in green. The main content area shows 'All online campaigns' with a search bar and a list of campaigns. Below the search bar, there are tabs for 'Campaigns', 'Ad groups', 'Settings', 'Ads', 'Keywords', 'Ad extensions', 'Dimensions', and 'Display Network'. A yellow banner at the top of the main content area reads 'Now, all your Display Network targeting and exclusions are in one place. Send feedback Learn more Go back to the old version (limited time only)'. Below this banner, there are buttons for 'Change display targeting', 'Display keywords', 'Placements', 'Topics', and 'Interests & Remarketing'. A table of campaigns is visible at the bottom, with columns for Audience, Campaigns, Ad group, Status, Max. CPC, Max. CPA, Clicks, Impr., CTR, Avg. CPC, Avg. CPA, Cost, Conv. rate, View-through Conv., Conv. (Imp. per-click), Cost / conv. (Imp. per-click), Conv. rate (Imp. per-click), Total conv. value, Conv. value / cost, Conv. value / click, Value / conv. (Imp. per-click), and Value / conv. (Imp. per-click). The table shows three campaigns: Sports, Fitness, and Soccer, all with a status of 'Campaign paused'.



# Tips - Getting Started - Remarketing

## 1A. Auto-generate remarketing tag in AdWords

Click "Set up remarketing" and then copy the tag from the grey box

### First Time Remarketer

Here's how it works:

- 1 Add a snippet of code (called a tag) to your website or mobile app.
- 2 Define **remarketing lists** based on web pages that people visited, such as specific product pages, or a purchase confirmation page.
- 3 Create a remarketing campaign and target it to your remarketing lists.

[Learn more about remarketing](#)

Click below to get the remarketing tag that you can then add to your site.

[Set up remarketing](#)

If you want to find a link to this tag later, you can go to the Audiences page.

Add this code to your web pages, just before the </body> tag. [insertion guide](#)

```
<!-- Google Code for Remarketing tag -->
<!-- Remarketing tags may not be associated with personally identifiable information or placed on pages related to sensitive categories. For instructions on adding this tag and more information on the above requirements, read the insertion guide: google.com/ads/remarketingsetup -->
<script type="text/javascript">
  (function() {
    var google_conversion_id = 1051792650;
    var google_conversion_label = "sJUECN8KQMQtem-glm";
    var google_custom_params = window.google_tag_params;
    var google_remarketing_only = true;
  })();
</script>
```

Next, create a remarketing list for specific sections of your site that your potential customers visit.

[Continue](#) [Do this later](#)

# Tips - Getting Started - Remarketing

Choose target remarketing lists for campaigns

1. Go to the “Display” tab and select “Interests & Remarketing” button

The screenshot shows the Google AdWords interface. The top navigation bar includes 'Home', 'Campaigns', 'Opportunities', 'Tools and Analytics', 'Billing', and 'My account'. The main content area is titled 'All online campaigns' and shows a list of campaigns. The 'Interests & Remarketing' tab is selected, displaying a table of target audiences. The table has columns for Audience, Campaign, Ad group, Status, Max. CPC, Max. CPM, Clicks, Impr., CTR, Avg. CPC, Avg. CPM, Cost, and Best URL. The data shows four audiences: Filters, Sports, Soccer, and Cricket, all with a status of 'Campaign paused' and a cost of \$0.00. A 'Total - all audiences' row shows 0 clicks, 0 impressions, 0.00% CTR, \$0.00 Avg. CPC, \$0.00 Avg. CPM, and \$0.00 Cost. Below the table, there is an 'Exclusions' section with a 'Debug' link.

Audience	Campaign	Ad group	Status	Max. CPC	Max. CPM	Clicks	Impr.	CTR	Avg. CPC	Avg. CPM	Cost	Best URL
Filters	India National Cricket Team	ICM/SA	Campaign paused	—	\$1.00	0	0	0.00%	\$0.00	\$0.00	\$0.00	
Sports	India National Cricket Team	ICM/SA	Campaign paused	—	\$1.00	0	0	0.00%	\$0.00	\$0.00	\$0.00	
Soccer	India National Cricket Team	ICM/SA	Campaign paused	—	\$1.00	0	0	0.00%	\$0.00	\$0.00	\$0.00	
Cricket	India National Cricket Team	ICM/SA	Campaign paused	—	\$1.00	0	0	0.00%	\$0.00	\$0.00	\$0.00	
Rugby	India National Cricket Team	ICM/SA	Campaign paused	—	\$1.00	0	0	0.00%	\$0.00	\$0.00	\$0.00	
<b>Total - all audiences</b>												
						0	0	0.00%	\$0.00	\$0.00	\$0.00	
<b>Total - Display Network</b>												
						0	0	0.00%	\$0.00	\$0.00	\$0.00	

# Tips – Optimization

## Ten levers to “pull” in optimizing campaigns

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Inspect and alter all these according to performance on the metrics that matter to you (conversions, impressions, clicks, cost, etc.)

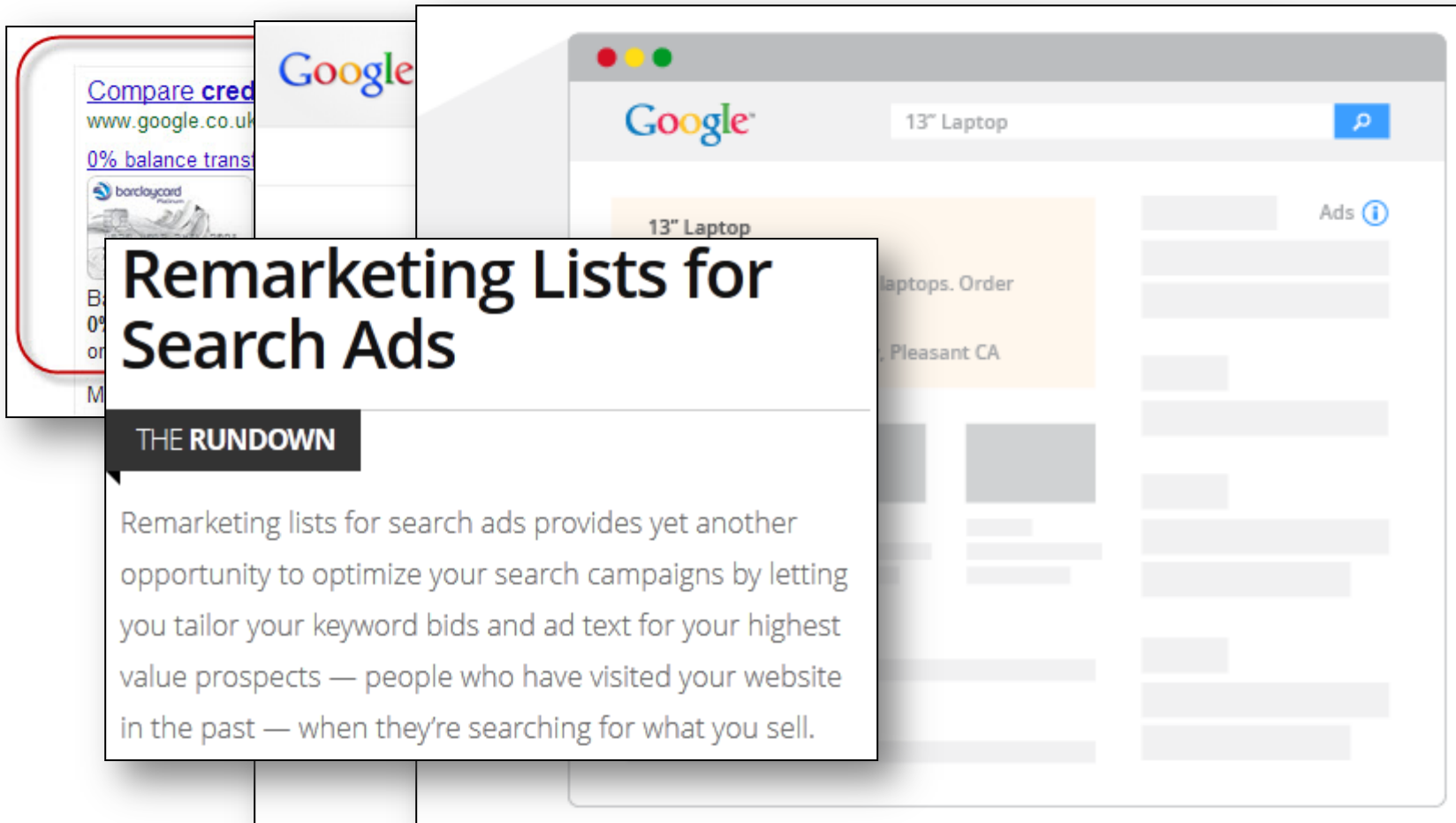
1. Campaign/Ad Group Structure
2. Daily Budget
3. Creative
4. Placements
5. Bids
6. Position/Ad Rank
7. Keywords
8. Delivery Schedule
9. Exclusions
10. Landing Page



# On The Horizon

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# On The Horizon



**Remarketing Lists for Search Ads**

**THE RUNDOWN**

Remarketing lists for search ads provides yet another opportunity to optimize your search campaigns by letting you tailor your keyword bids and ad text for your highest value prospects — people who have visited your website in the past — when they're searching for what you sell.



Q & A

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