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# Google Remarketing – Why You Should Be Doing It

## Description

Google remarketing is a form of online advertising that allows businesses to show targeted ads to users who have previously visited their website or used their mobile app. This is done by placing a piece of code, known as a “remarketing tag,” on the business’s website or app. When a user visits the site or uses the app, the tag places a cookie on their device, which is then used to show the user relevant ads as they browse the web or use other apps.

One of the main benefits of Google remarketing is that it allows businesses to target their ads to a specific audience. For example, if a user has previously shown an interest in a particular product or service by visiting the business’s website, the business can show them ads for that product or service as they continue to browse the web. This can be especially effective for businesses that have a long sales cycle or for products and services that require a lot of consideration before a purchase is made.

Google remarketing can be used in a variety of ways, including display ads, search ads, and video ads. Display ads are the most common form of remarketing and appear on websites and apps that are part of the Google Display Network. Search ads are shown to users when they search for specific keywords on Google, and video ads are shown to users who are watching YouTube videos.

In order to set up a Google remarketing campaign, businesses first need to create a Google Ads account and then add the remarketing tag to their website or app. Once the tag is in place, the business can create a remarketing list by defining the specific criteria that they want to use to target their ads. For example, a business might create a remarketing list for users who have visited their site but haven’t made a purchase, or for users who have made a purchase but haven’t returned to the site in a while.

Once the remarketing list has been created, the business can then create an ad campaign and choose the specific products or services that they want to advertise. They can also set a budget for the campaign and determine how long they want the ads to run.

One of the key advantages of Google remarketing is that it allows businesses to stay top-of-mind with their target audience. By showing targeted ads to users who have already expressed an interest in their products or services, businesses can keep their brand in front of potential customers and increase the chances of making a sale.

Google remarketing can also be an effective way to drive traffic back to a business’s website or app. By showing ads to users who have previously visited the site, businesses can encourage them to return and potentially make a purchase.

Overall, Google remarketing is a powerful tool for businesses looking to reach targeted audiences and increase conversions. By using targeted ads to stay top-of-mind with potential customers and drive traffic back to their website or app, businesses can effectively promote their products and services and increase their chances of making a sale.

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