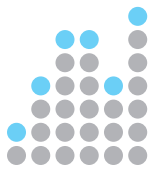


Remarketing with Google Analytics™

Tap into rich insights about customers who have already shown interest in your products and services. Then show them targeted ads that respond directly to what they're seeking.



Remarketing can be an incredibly effective way to broaden your reach and bring customers one step closer to buying. Get started today at: <http://goo.gl/nFFNp>

Get results fast with sophisticated targeting

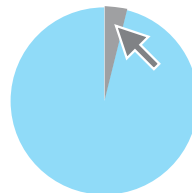
It's time to take advantage of all the rich data you have in Google Analytics and use it to improve your campaign performance. Remarketing with Google Analytics lets you create targeted lists based on familiar Google Analytics metrics such as visit duration, pages viewed, location, and goal completions. You can build highly sophisticated custom lists to reach precisely the right customers.

Create and edit lists with ease

We've made it unbelievably easy and fast to create remarketing lists: build a list in seconds, and have it available to use in Google AdWords™ automatically. And you can make adjustments to your lists quickly—whenever you need to. Select from predefined lists, or create your own, and instantly see the estimated list size. Remarketing with Google Analytics takes away the need for time-consuming page tagging for each new campaign.

Connect with more customers than ever before

Because of the large number of websites included in the Google Display Network™ (GDN), you can connect with hundreds of users on your lists as they browse. You can automatically import lists into AdWords, then run campaigns on the GDN with a couple of clicks, taking advantage of more than two million websites. And you can choose precisely when to follow up with a customer—for example, 15 or 30 days after initial purchase.

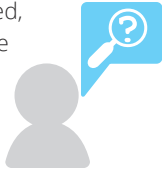


Use your Google Analytics data to identify customers who have already shown interest in your site—and create ads just for them.

Imagine how Remarketing with Google Analytics could energize your ad campaigns

Here are just a few of the many campaign ideas you might create:

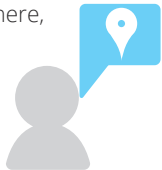
"I'm interested, but is this the one I want?"



Help the undecided shopper move to purchase

Let's say you have an online store that sells a variety of children's toys, and it's the Christmas season. To reach customers who are early in their search process and move them to purchase, you can define a remarketing list that includes visitors who have come to your site multiple times (say, more than four visits), and have visited both your "puzzles" page and your "train sets" page. You can also focus on customers who first came to your site after clicking through a certain ad campaign. Set up your custom list using visitor segments, check how many visitors are on your list, and then activate a campaign on the GDN to show ads highlighting your best building and creativity toys.

"Can I get it here, now?"



Find customers in your location

Suppose you manage a website for your rock band, and your site includes all the band's latest tracks and upcoming gigs. Next week, you'll be playing concerts in Los Angeles. Remarketing with Google Analytics lets you create a list of all visitors to your site who are from Southern California. Say you want to offer a special promotion of backstage tickets for your most dedicated fans. You can narrow your list to include Southern California visitors who have listened to one of your latest songs.

"I should probably wait a bit, and look more."



Bring back the shoppers who almost decided to buy

We all know that some visitors spend time on a site, choose an item, advance to the checkout page—and then leave before making a purchase. Remarketing with Google Analytics can help you quickly create a list of users who have abandoned their shopping carts. And you can make your list more precise: for example, selecting visitors who shopped specific categories before abandoning their carts.

"I liked what I bought, show me more."



Earn the love of your most loyal customers

Say you run a clothing store, and you'd like to encourage existing customers to consider buying matching accessories. Your Google Analytics data shows that customers who buy certain dresses are more likely to be interested in certain pairs of shoes and hats, so you'd like to reach those dress-buying customers. It's easy using the "visitors who have completed a prior conversion" list type. Just select one of your Google Analytics conversion goals, and you're all set with your new remarketing list. You can also design lists to target customers who have spent a certain amount in the last 7 days.

Get started today at: <http://goo.gl/nFFNp>