

Retargeting Lists for Search Ads (RLSA)

How do RLSAs differ from traditional remarketing?

Search marketing is about meeting your potential customers' needs at the exact moment that they feel them. When people go to Google, they have a question, and they are looking for the answer that best suits their situation. With AdWords, you are able to position yourself to provide those answers and bring in new business. As the path to decision-making gets increasingly longer, marketers need more sophisticated strategies to get relevant messages in front of potential customers at every stage in the buying process. Remarketing Lists for Search Advertising (RLSA) offer many possibilities for pursuing such strategies. In this guide, we will look in depth at four methods for using RLSA to get the right message in front of the right people at the right time.

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Same Keywords, New Ad Text

Uses for RLSA will vary among industries. In many e-commerce businesses, the keywords you are bidding on are directly related to your product mix. Since your goal is to get people to land on your page and start shopping, you'll generally be using the same landing pages -- i.e., pages with the products the user is looking for. Data is showing that the consumer journey to purchase increasingly involves multiple touch points. Customers spend more time researching potential purchases.

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Visitors who have not yet become customers may be taking time to research all of their options. RLSA gives you a great opportunity to help move product researchers down the path to purchase. Customers who are still researching your products and services are often using variations of the same search terms. This means, they are probably seeing variations of the same ads from you and your competitors. Here's where your remarketing list can help you stand out from the crowd.



Example consumer funnel showing the customer's interaction prior to making a purchase.

● Create Your Campaigns

Recreate your existing campaigns, adgroups, and keywords; make sure that your campaign's settings are set to "All Features". In the Audiences tab, add your Remarketing list to each ad group. Make sure to choose the "Target and Bid" option, otherwise your ads will still be eligible to show to everybody.

● Develop New Ad Copy

Now that your RLSA campaign structure is set up, take some time to look at your original ad creatives and landing page messaging. What was your main selling proposition then, and what additional messaging might encourage someone to decide to buy your brand? Using these insights, you can devise new ad copy that addresses any gaps and helps potential customers see your full value.



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- **Add Exclusions to Your Original Campaign**

Go to the Audiences tab in your original campaigns and add your Remarketing Lists as campaign exclusions. This will ensure that each of your audiences sees the appropriate ad. First time visitors will see the main campaign, and members of your remarketing audience will be shown your new ads.

- **Evaluate and Adjust Your Keyword Bids**

This new campaign will be targeting a smaller, more focused group of customers, so you can afford to be more aggressive with your bidding. These people are familiar with you; they're looking for your product or service; make it easy for them to find you.

Learn how to [interpret results](#) when you target audiences or topics together with placements.

Clicks vs None Daily

Wednesday, April 1, 2015

<input type="checkbox"/>	Audience	Status	Bid adj. [?]	Targeting setting [?]	Clicks [?]	Impr. [?]	CTR [?]	Avg. CPC [?]	Cost
<input type="checkbox"/>	Unsubmitted Contact Form View	Campaign paused	--	Target and bid	0	0	0.00%	CA\$0.00	CA\$0.
	Total - eligible audiences				0	0	0.00%	CA\$0.00	CA\$0.

Screenshot of where to find Remarketing within the AdWords interface.

Broader Keywords

As the market for paid search advertising continues to mature, there are many verticals where the competition has gotten so fierce that it's hard to justify the expense of chasing clicks. Examples of these industries are personal injury (\$75 per click suggested bids), life insurance (\$57 per click suggested bids), and online college (\$77 per click suggested bids). It can seem as if the major players have decided to absorb huge costs in an attempt to price competitors out of the ad auctions. Even if you aren't in one of these outrageously priced



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verticals, chances are that there are some broad search terms that you'd like some exposure on, but don't want to pay premium CPCs.

If you've got a small budget or tight margins, RLSA offers an opportunity to enter these more competitive and expensive auctions with confidence. To set this up, go to your favorite keyword research tools to generate a list of those broader keywords that you want to target. Once you have them separated into ad groups, create your new campaign, once again, setting it to "All Features". In each ad group, make sure to add your RLSA lists set to "Target and Bid", so that you'll only bid on these keywords for your previous visitors. Since you're dealing with highly competitive keywords, you'll need to keep an eye on your bids as well, to make sure your ads are serving in a decent position. Since the campaign will be limited to a smaller, more qualified audience, you might even consider using AdWords Flexible Bid Strategies to target page position to make sure that your ads are prominent for this higher valued segment.

Follow Up Research Keywords

Visitors are not always ready to convert after the first ad click and landing page visit. Even with all the great information and landing page best practices, potential customers sometimes have more questions, or want to research more before committing. Beyond re-creating your campaigns with new ad messaging, you can also use your AdWords account to answer some of the additional questions that your potential customers may need answered. Analyze your landing page from a customer's standpoint: what more might you want to know to make a decision? Analyze your site search queries to see what your potential customers are trying to find out. Take all of this information and build a keyword list of topics that you want to address as follow-up questions. These are questions and keywords that might not make sense to advertise to a general audience, but RLSAs give you an opportunity to position your ad as the answer to those lingering questions.

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Once you have your topics, begin building your RLSA campaign, as above, with your audience lists set for "Target and Bid". Since these visitors have already been to your product or service overview page, design an ad and landing page that focuses in-depth on the ways your product/service excels at the exact feature, or solves the specific problem that the user is seeking more information about. In this way, you'll have targeted messages for all of your potential customers along the purchase journey.



Second Touch Landing Page

The theme is being there at every step of the customer journey. With RLSA as part of your marketing mix, you can make sure you are continually giving your potential customers relevant, quality information that helps move them down the path toward conversion. As consumers and decision-makers are more connected, the path to conversion continues to grow longer. Following this trend, a potential customer's first visit to a landing page may not lead to a conversion. Though that visitor did not initially convert, that doesn't mean a sale is completely lost, as the research phase for customers continues to grow. However, if that visitor searches similar keywords and comes back to the same landing page with the information they've already seen, they may be less inclined to spend significant time on the site. With RLSA, you can segment the audience for your search ads and send them to a different landing page if they have already been to your site. Rather than immediately bouncing, these visitors have new information to consider, and new reasons to make a decision.

INTERESTED IN GETTING HELP WITH
YOUR REMARKETING LISTS FOR
SEARCH ADS?

Ask an expert for help.

[Help me setup RLSAs](#)



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Interests & remarketing

Choose remarketing lists to target audiences who have visited your site before. [Learn more](#)

Remarketing lists

Search by list name

Remarketing lists: 5 List size

Contact Form Submission	4	<input type="button" value="»"/>
Investments Considered Contacting Remarketing	1,200	<input type="button" value="»"/>
Real Estate Focus Remarketing	--	<input type="button" value="»"/>
Unsubmitted Contact Form View	1K-10K	<input type="button" value="»"/>
Viewed Contact Page	1,200	<input type="button" value="»"/>

[Create and manage lists](#)

Selected: 1

Remarketing lists: 1

Unsubmitted Contact Form View

Target and bid
Show ads only to people associated with these lists or categories, with the option to bid on them.

Bid only
Add these lists or categories so I can set bids on them, but show ads when my other targeting methods match.

Example setup of Remarketing Lists.

To implement this strategy duplicate your search campaigns -- keywords, targeting, and ads -- only change the destination url to send users to a new landing page. On this page, you'll want to reimagine your proposition -- highlight different benefits, use new images, and change the call to action. Once again, add your remarketing lists to the ad groups in the new campaigns, set to "Target and Bid" and add the same lists as campaign exclusions to the original campaigns. This ensures that previous site visitors will see new messaging, keeping them engaged with new content when they come back to your site.



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		Total - eligible audiences				0	0	0.00%	CA\$0.00	CA\$0.00	0.0	0
		Total - Search				0	0	0.00%	CA\$0.00	CA\$0.00	0.0	0
		Total - Display Network <small>?</small>				0	0	0.00%	CA\$0.00	CA\$0.00	0.0	0
		Total - Shopping				0	0	0.00%	CA\$0.00	CA\$0.00	0.0	0
Total - all						0	0	0.00%	CA\$0.00	CA\$0.00	0.0	0

Campaign audience exclusions

+ EXCLUSIONS Remove

No audiences have been excluded.

Screenshot of where to add campaign audience exclusions.

Conclusion

With the ability to add remarketing audiences as a new layer of targeting to traditional paid search campaigns, marketers have a variety of new options for strategically getting the right message in front of potential customers. The strategies outlined here can be used alone or in conjunction with one another, depending on the particulars of your business and strategy.

About Leverage Marketing

Leverage Marketing develops digital marketing solutions with a highly analytical, results-based approach. We utilize a variety of strategies to drive a positive return on investment for our clients' marketing dollars in paid search, SEO, and social media marketing. Contact us today to learn more about marketing The Leverage Way.

