

BETTER RESULTS OF REMARKETING THROUGH USER SEGMENTATION

Daniel Kafka, Peter Pleško / 28. 10. 2019



WHO WE ARE



DANIEL KAFKA

FOUNDER / STRATEGIST



daniel.kafka@fragile.cz



[linkedin.com/in/danielkafka/](https://www.linkedin.com/in/danielkafka/)



[fragile.cz](https://www.fragile.cz)

WHO WE ARE



PETER PLEŠKO

SENIOR PERFORMANCE CONSULTANT



peter@fragile.cz



[linkedin.com/in/peterplesko/](https://www.linkedin.com/in/peterplesko/)



fragile.cz

REMARKETING

STANDARD APPROACH TO REMARKETING



[All visitors \(Google Ads\)](#)

People who visited pages that contain your remarketing tags

[All visitors \(Google Analytics\)](#)

People who visited pages that contain your remarketing tags



[Page] Visitors (14)

[Page] Visitors (3)

[Page] Visitors (30)

facebook Ads

All - 30days

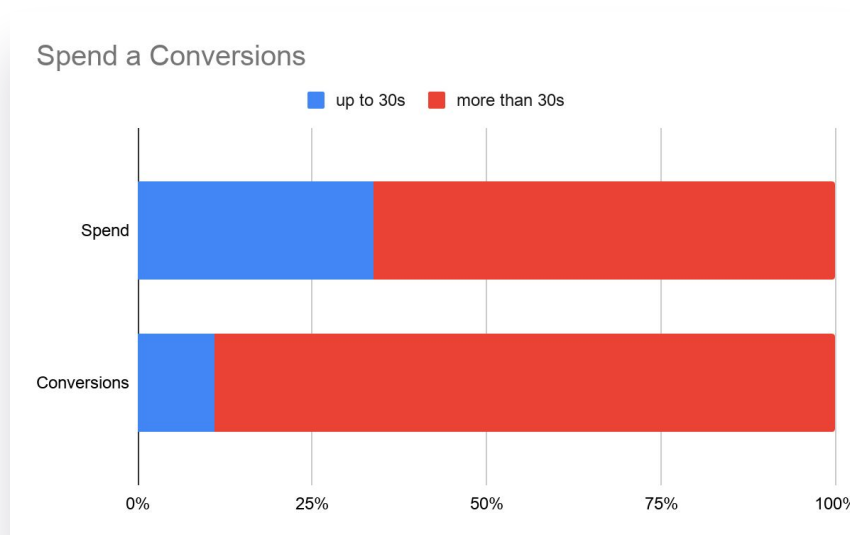
All visitors X days. The most used remarketing audience, which can be found in **almost all ad accounts**. And unfortunately, this is the point where most of ad accounts stops.

Acquisition			Behavior			
Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	
5,907 % of Total: 100.00% (5,907)	4,082 % of Total: 100.02% (4,081)	14,164 % of Total: 100.00% (14,164)	32.69% Avg for View: 32.69% (0.00%)	7.03 Avg for View: 7.03 (0.00%)	00:03:37 Avg for View: 00:03:37 (0.00%)	
			109,657 % of Total: 100.00% (109,657)	53.75% Avg for View: 53.75% (0.00%)	3.34 Avg for View: 3.34 (0.00%)	00:02:33 Avg for View: 00:02:33 (0.00%)

The easiest way to check the "All visitors" audience quality is to look at the bounce rate.

CONVERSIONS BY TIME SPENT

	Spend	Conversions	CPA
up to 30s	50 019 Kč	46	1 087 Kč
more than 30s	98 443 Kč	376	262 Kč
	148 462 Kč	422	352 Kč



Both audiences had the same creative and the same CPC at the beginning of the test.

**“One third of the budget
was invested inefficiently”**

OUR SOLUTION

HOW WE DO CREATE AUDIENCES

BOUNCE → Session duration (use GTM timer and event)

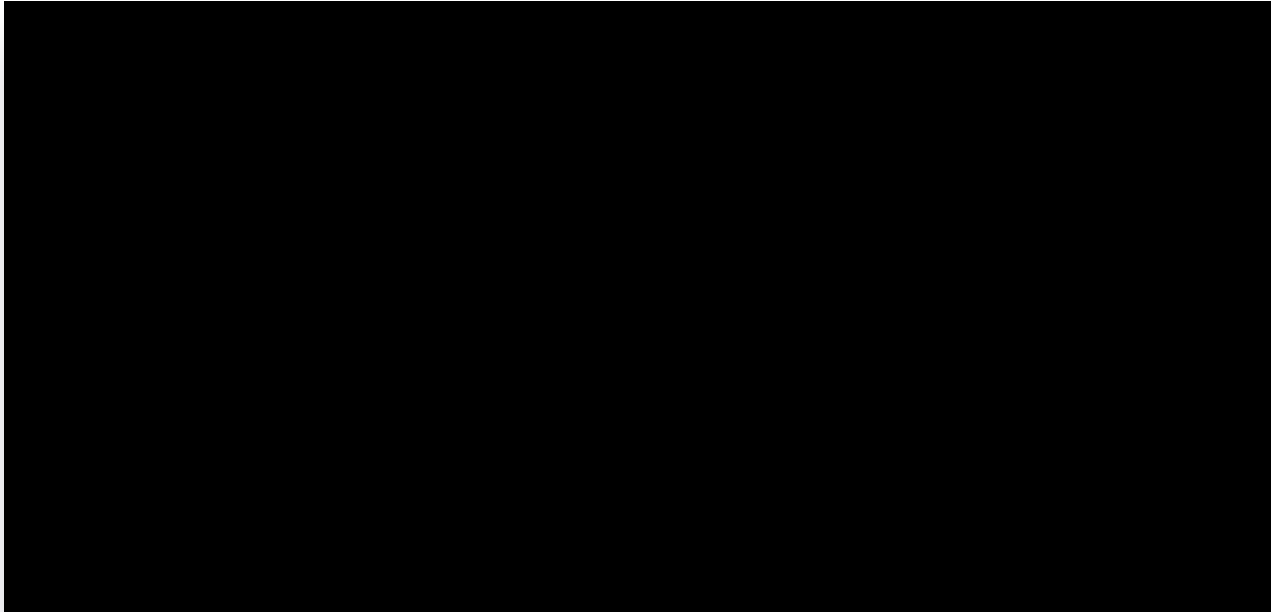
- 10s, 30s, 60s, 120s, ... - it depends on the type and complexity of the site

QUALITY - everything that can help you distinguish between a quality visit and waste, eg:

- Scrolling
- Clicks on buttons and other sites elements
- Interaction with the calculator
- Start filling the form, filled form
- Repeated visits
- Custom events

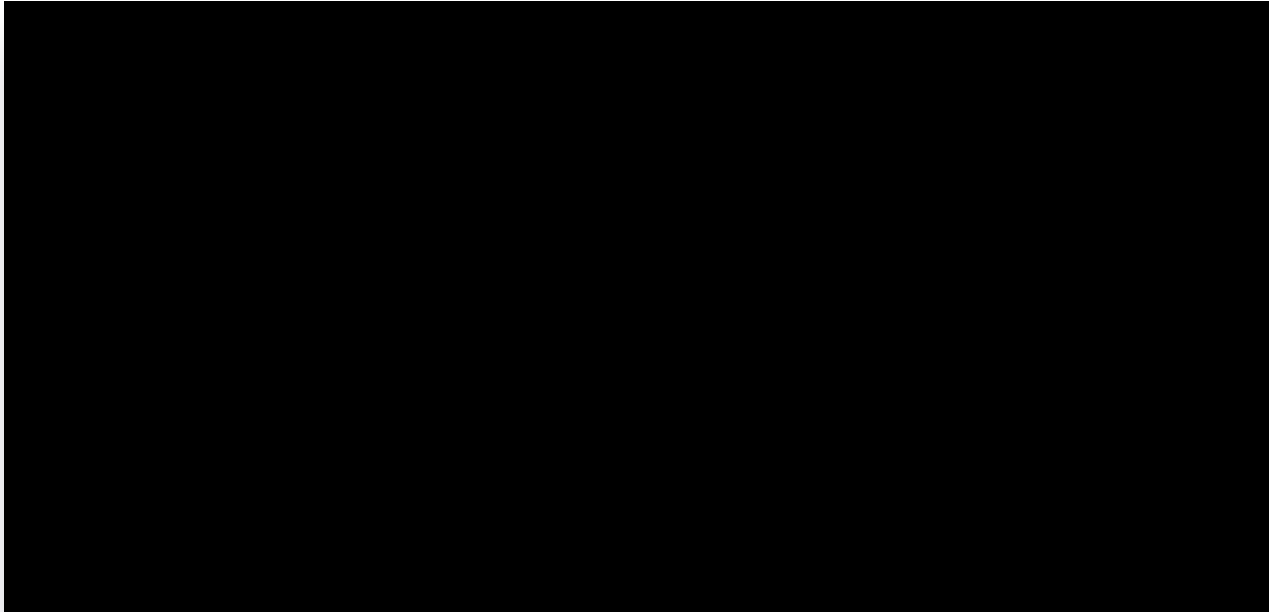
GOOGLE ADS - IT IS EASY

- Import custom audiences from Google Analytics
- GAs have a library of audiences ready to use



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FACEBOOK ADS

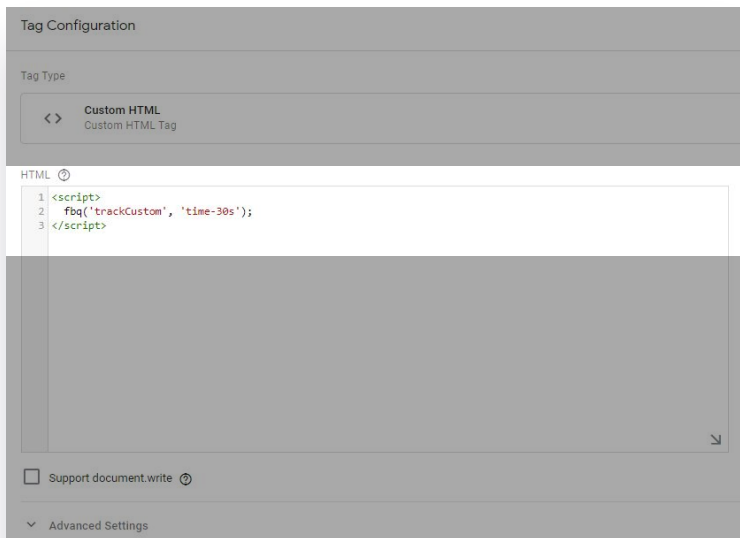
- Facebook has 17 pre-set events
- Implementation is very easy using Google Tag Manager
- Time on the site can be done through a custom event

Customize Product	The customization of products through a configuration tool or other application your business owns.	fbq('track', 'CustomizeProduct');
Donate	The donation of funds to your organization or cause.	fbq('track', 'Donate');
Find Location	When a person finds one of your locations via web, with an intention to visit (for example, searching for a product and finding it at one of your local stores).	fbq('track', 'FindLocation');
Initiate checkout	The start of a checkout process (for example, clicking a Checkout button).	fbq('track', 'InitiateCheckout');
Lead	A submission of information by a customer with the understanding that they may be contacted at a later date by your business (for example, submitting a form or signing up for a trial).	fbq('track', 'Lead');
Purchase	The completion of a purchase, usually signified by receiving order or purchase confirmation, or a transaction receipt (for example, landing on a "Thank You" or confirmation page).	fbq('track', 'Purchase', {value: 0.00, currency: 'USD'});
Schedule	The booking of an appointment to visit one of your locations.	fbq('track', 'Schedule');
Search	A search performed on your website, app or other property (for example, product searches or travel searches).	fbq('track', 'Search');
Start trial	The start of a free trial of a product or service you offer (for example, trial subscription).	fbq('track', 'StartTrial', {value: '0.00', currency: 'USD', predicted_ltv: '0.00'});
Submit application	The submission of an application for a product, service or program you offer (for example, a credit card, educational program or job).	fbq('track', 'SubmitApplication');
Subscribe	The start of a paid subscription for a product or service you offer.	fbq('track', 'Subscribe', {value: '0.00', currency: 'USD', predicted_ltv: '0.00'});

FACEBOOK ADS

You can track custom events by calling the pixel's `fbq('trackCustom')` function, with your custom event name and (optionally) a JSON object as its parameters.

The main Facebook pixel must always be fired before custom events.



SEZNAM SKLIK

SEZNAM SKLIK JUST THE BASIC (PAGE VIEW)

The screenshot displays the SKLIK Retargeting interface. At the top, there is a dark blue navigation bar with the SKLIK logo and menu items: Campaigns, Statistics, Tools, and Messages. Below the navigation bar, the main content area is titled "Retargeting" with a help icon. There are three green buttons: "Create new list", "Create new combination", and a dark blue "Selected" button with a dropdown arrow. To the right of these buttons are links for "Import lists" and "View retargeting code" with a help icon. Below the buttons is a table with the following columns: Name, Type, and Status. The table contains two rows of data. At the bottom of the table area, there is a dropdown menu showing "250 lines".

<input type="checkbox"/>	Name	Type	Status
<input type="checkbox"/>	all_visits	List	Opened
<input type="checkbox"/>	Proklikli_na_prihlasku	List	Opened

Copyright © 1996–2019 Seznam.cz, a.s.
[Seznam](#) – [Help](#) – [Contact](#) – [Privacy policy](#) – [Česká verze](#)

SEZNAM SKLIK JUST THE BASIC (PAGE VIEW)

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<input type="checkbox"/>	Name	Type	Status
<input type="checkbox"/>	all_visits	List	Opened
<input type="checkbox"/>	Proklikli_na_prihlasku	List	Opened

At the bottom of the table area, there is a dropdown menu showing "250 lines". The footer of the page contains the copyright information "Copyright © 1996–2019 Seznam.cz, a.s." and a navigation menu: "Seznam – Help – Contact – Privacy policy – Česká verze".

```
1 <script type="text/javascript">
2     /*  */
3     var seznam_retargeting_id = 00000;
4     /*  */
5 </script>
6 <script type="text/javascript" src="//c.imedia.cz/js/retargeting.js"></script>
7
```

```

1 {
2 (function () {
3     var rtgId = "";
4     var category = "";
5     var itemId = "";
6     var pageType = "";
7
8     if (window.seznam_retargeting_id) {
9         rtgId = window.seznam_retargeting_id;
10    }
11    if (window.seznam_retargetingId) {
12        rtgId = window.seznam_retargetingId;
13    }
14    if (window.seznam_category) {
15        category = window.seznam_category;
16    }
17    if (window.seznam_itemId) {
18        itemId = window.seznam_itemId;
19    }
20    if (window.seznam_pagetype) {
21        pageType = window.seznam_pagetype;
22    }
23    if (rtgId) {
24
25        var src = "//c.imedia.cz/retargeting?" + "id=" + rtgId
26            + "&category=" + encodeURIComponent(category)
27            + "&itemId=" + encodeURIComponent(itemId)
28            + "&url=" + encodeURIComponent(location.href);
29
30        if (pageType) {
31            src += "&pageType=" + encodeURIComponent(pageType);
32        }
33        document.createElement("img").src = src;
34    }
35    })();
36 }
37

```

```

var src = "//c.imedia.cz/retargeting?" + "id=" + rtgId
    + "&category=" + encodeURIComponent(category)
    + "&itemId=" + encodeURIComponent(itemId)
    + "&url=" + encodeURIComponent(location.href);

```

Google

location.href



Google Search

I'm Feeling Lucky

Google offered in: [čeština](#)



w3schools.com

Example

Return the entire URL (of the current page):



```
var x = location.href;
```

Try it Yourself »


TRIGGER SETTING IN GTM


Trigger Configuration


Trigger Type

 Timer 


Event Name


goal-timer-30s 

Interval 




30000 

milliseconds

Limit 

1 

Enable this trigger when all of these conditions are true

Page URL  contains  fragile.cz 

This trigger fires on

All Timers Some Timers

Skilk - Virtual PageVies

Tag Configuration

Tag Type

<> Custom HTML
Custom HTML Tag

```
HTML
14 } if (window.seznam_retargetingId) {
15   rtgId = window.seznam_retargetingId;
16 } if (window.seznam_category) {
17   category = window.seznam_category;
18 } if (window.seznam_itemId) {
19   itemId = window.seznam_itemId;
20 } if (window.seznam_pagetype) {
21   pageType = window.seznam_pagetype;
22 } if (rtgId) {
23   var src = "//c.imedia.cz/retargeting?" + "id=" + rtgId
24     + "&category=" + encodeURIComponent(category)
25     + "&itemId=" + encodeURIComponent(itemId)
26     // + "&url=" + encodeURIComponent(location.href);
27     + "&url=" + final_url;
28
29   if (pageType) {
30     src += "&pageType=" + encodeURIComponent(pageType);
31   } document.createElement("img").src = src;
32 }
```

Triggering

Firing Triggers

time-30s
Timer

```
<script>
{
  (function () {
    var seznam_retargeting_id = 13575;
    var final_url = 'https://fragile.cz/goal/{{Event}}'

    var rtgId = "";
    var category = "";
    var itemId = "";
    var pageType = "";

    if (window.seznam_retargeting_id) {
      rtgId = window.seznam_retargeting_id;
    } if (window.seznam_retargetingId) {
      rtgId = window.seznam_retargetingId;
    } if (window.seznam_category) {
      category = window.seznam_category;
    } if (window.seznam_itemId) {
      itemId = window.seznam_itemId;
    } if (window.seznam_pagetype) {
      pageType = window.seznam_pagetype;
    } if (rtgId) {
      var src = "//c.imedia.cz/retargeting?" + "id=" + rtgId
        + "&category=" + encodeURIComponent(category)
        + "&itemId=" + encodeURIComponent(itemId)
        // + "&url=" + encodeURIComponent(location.href);
        + "&url=" + final_url;

      if (pageType) {
        src += "&pageType=" + encodeURIComponent(pageType);
      } document.createElement("img").src = src;
    }
  })();
}
</script>
```

New list ?

List name:

List description:

Membership: days ?

Initial size of the list: Include previous visitors ?
 Start with an empty list

List definition ?

[Create a list by conversion code](#)

Include all visitors from all URLs with the code ?

URL:

or

AND (at the same URL)

Event Name
timer-30s

CASE STUDY



Popis trhu

BIG CLIENT - SHORT LOANS

- We do not advertise with Google Ads, we only use Seznam Sklik
- Detailed segmented remarketing by day of visit
- Excludes people who complete a conversion
- Active work with the creative

AdGroup
REM did not apply for a loan (1)
REM did not apply for a loan (2)
REM did not apply for a loan (3)
REM did not apply for a loan (4)
REM did not apply for a loan (5-6)
REM did not apply for a loan (7-8)
REM did not apply for a loan (9-10)
REM did not apply for a loan (11-13)

-
- Session duration
 - interaction with the calculator
 - completing the steps of the registration form
 - scrolling



125
audiences

Slider
interaction

Půjčka s bonusovou sazbou 3,9 % p.a
na cokoliv na **60, 72, 84 nebo 96 měsíců** a vrátíme vám 20 %

Scrolling

Výše půjčky



Doba splatnosti



Chci si nastavit libovolnou dobu splatnosti bez bonusové sazby

250 000 Kč

1 000 000 Kč

96 měsíců

Měsíční splátka

3 482 Kč

Za řádné splácení vám vrátíme

50 000 Kč

CHCI PŮJČKU

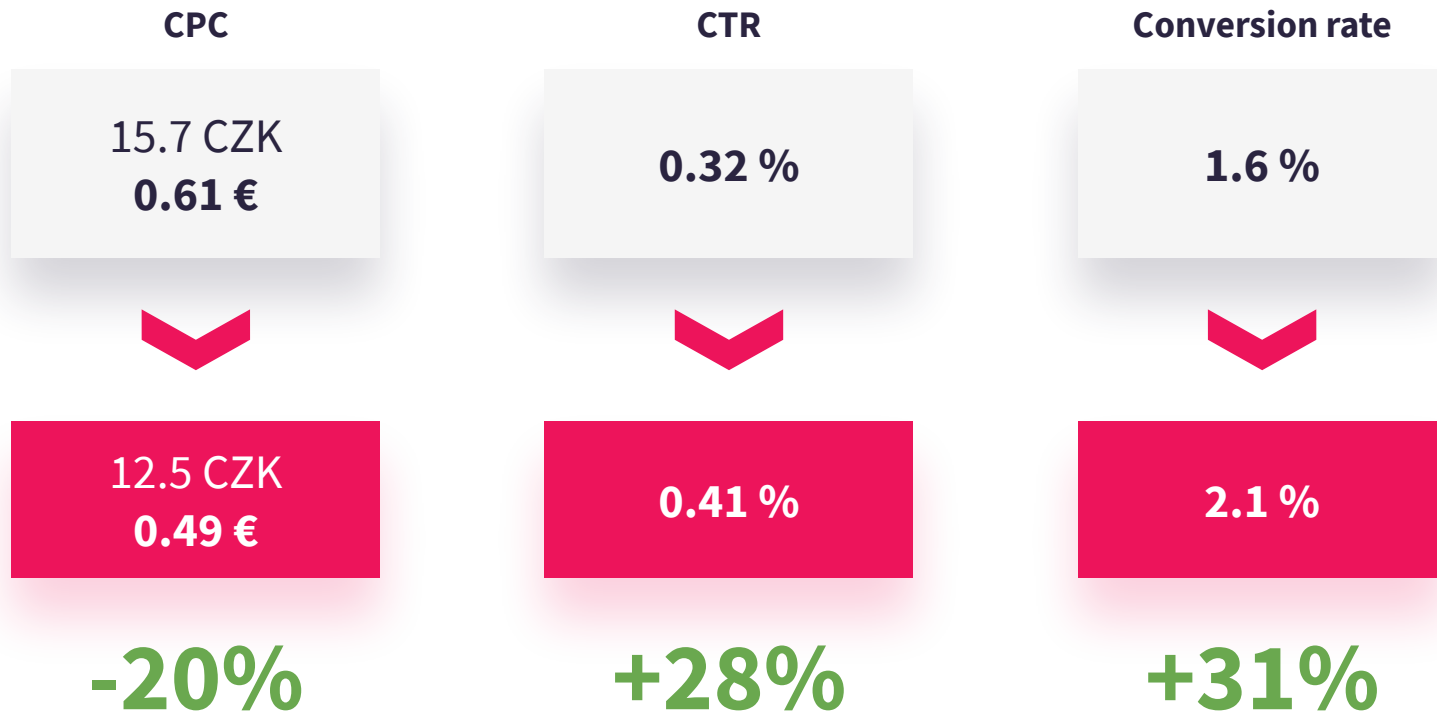


Session duration

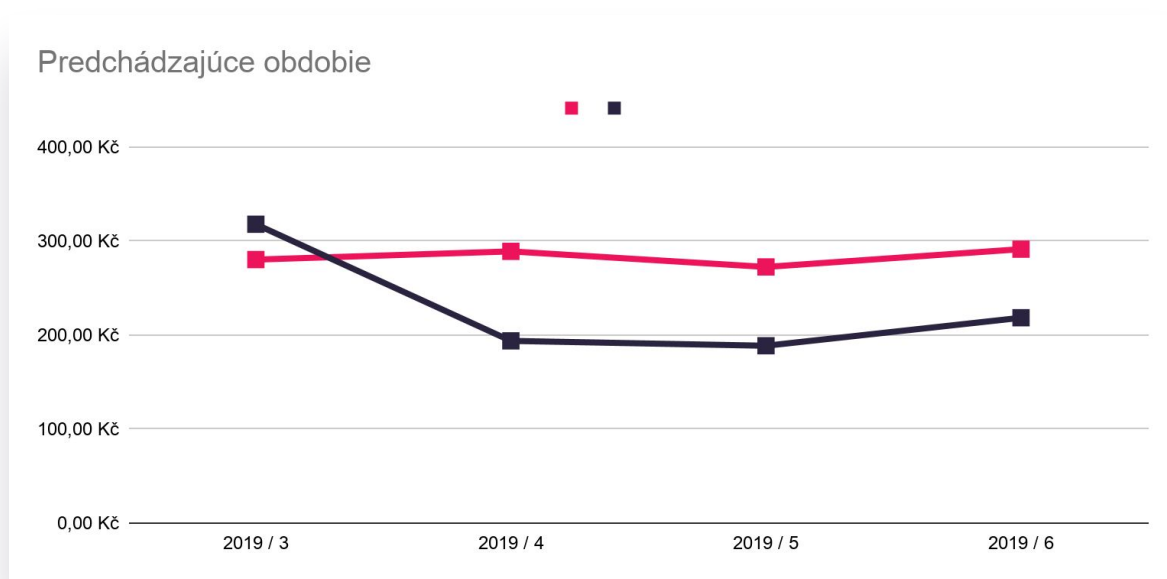
Form steps



KEY METRICS EVOLUTION



CPA EVOLUTION



289 CZK
11.3 €



190 CZK
7.4 €

-33%

CONCLUSION / WHAT TO DO

- **DO NOT** use the "All visitors" audience
- Combine time on page (session duration) with each audience
 - If possible use Timer in GTM and custom events
- While you're in GTM, create a few more events
 - Scrolling
 - Clicks
 - Interactions
- Combine everything into remarketing audiences
- Remember to report improvements to the client

**THANK YOU
FOR YOUR ATTENTION**

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