BETTER RESULTS OF REMARKETING THROUGH USER SEGMENTATION

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FRAGILE

WHO WE ARE

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REMARKETING

STANDARD APPROACH TO REMARKETING

Google Ads

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

SKLIK.cz SEZNAM.cz

[Page] Visitors (14)

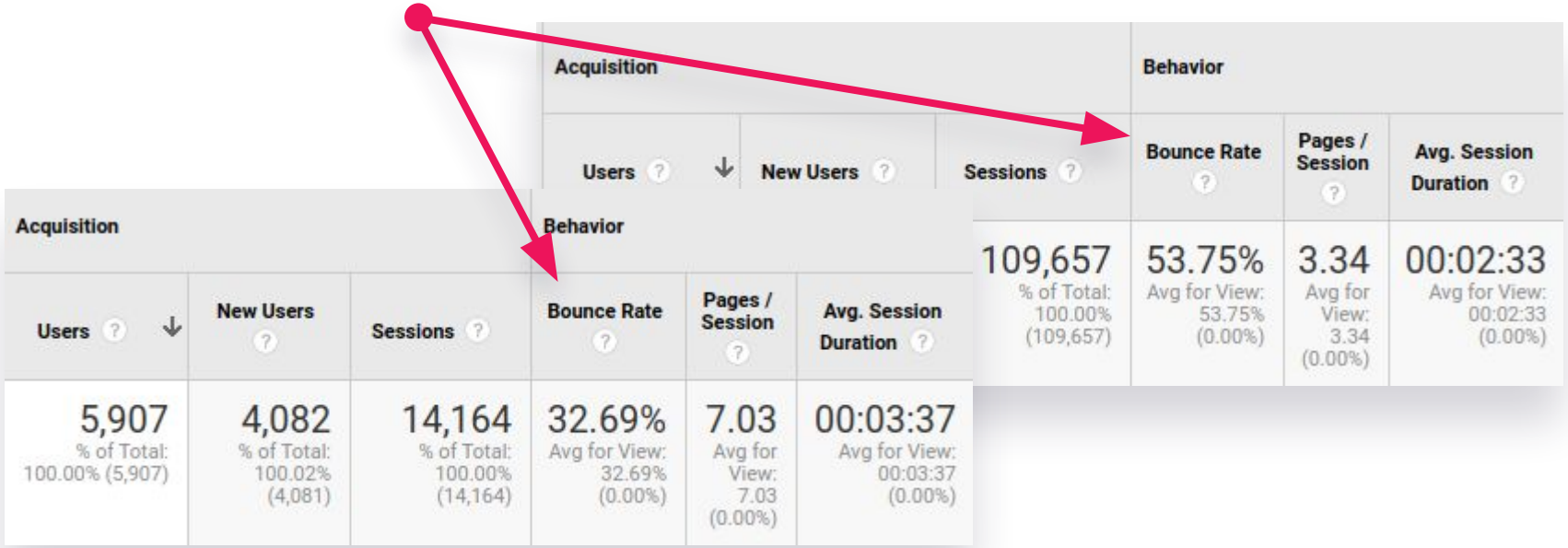
[Page] Visitors (3)

[Page] Visitors (30)

facebook Ads

All - 30days

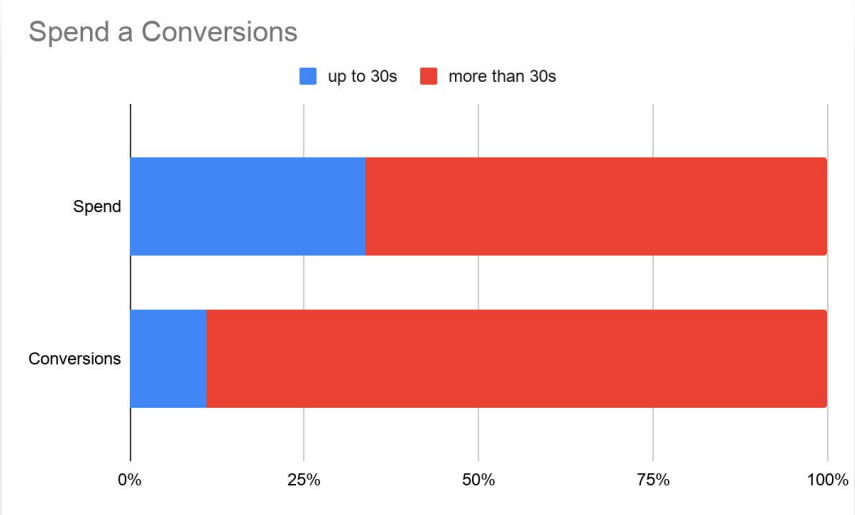
All visitors X days. The most used remarketing audience, which can be found in **almost all ad accounts**. And unfortunately, this is the point where most of ad accounts stops.



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

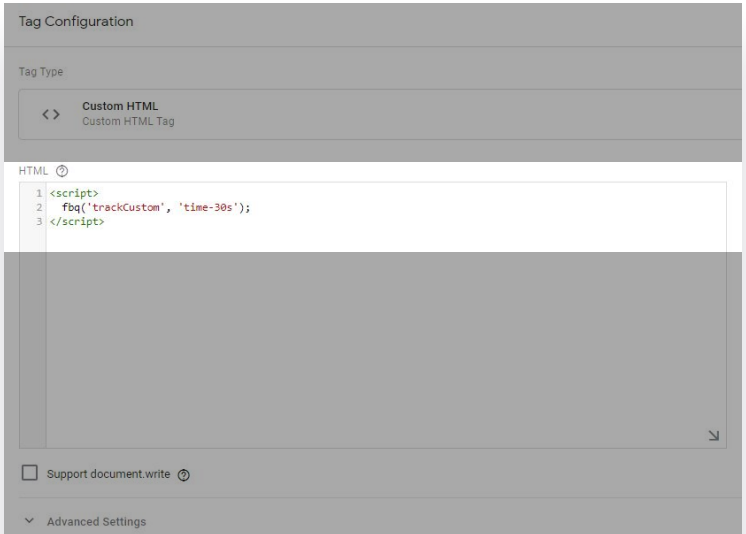
- Facebook has 17 pre-set events
- Implementation is very easy using Google Tag Manager
- Time on the site can be done through a custom event

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.

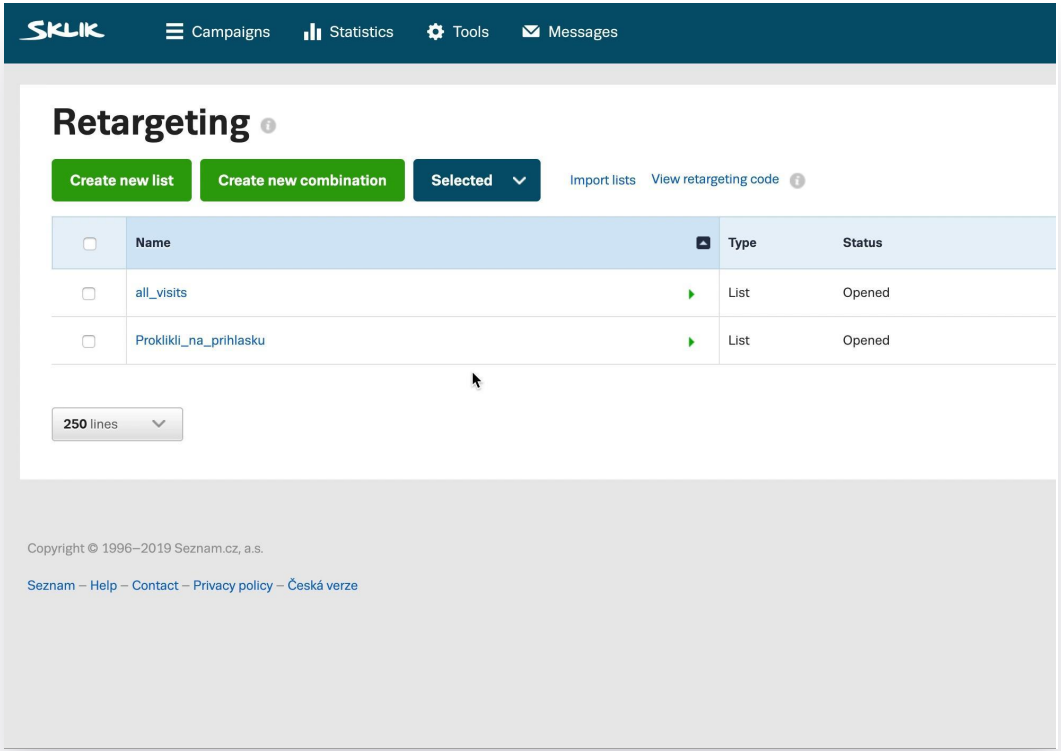


HTML

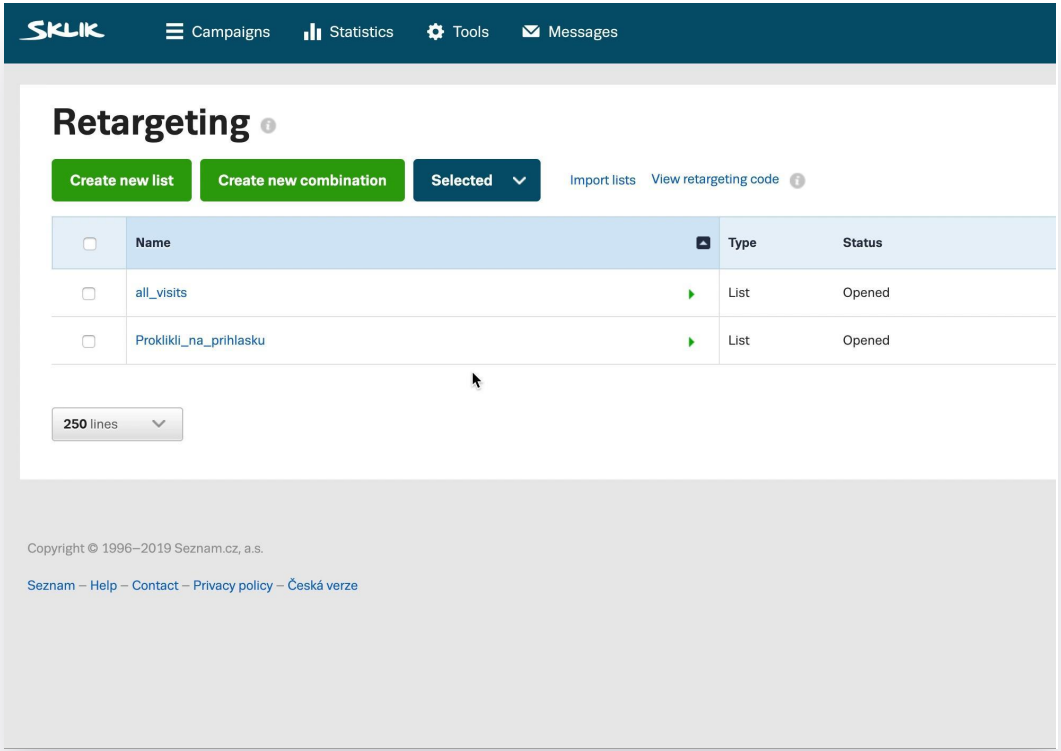
```
1 <script>
2   fbq('trackCustom', 'time-30s');
3 </script>
```

SEZNAM SKLIK

SEZNAM SKLIK JUST THE BASIC (PAGE VIEW)



SEZNAM SKLIK JUST THE BASIC (PAGE VIEW)



```
<script type="text/javascript">
    /* <![CDATA[ */
    var seznam_retargeting_id = 00000;
    /* ]]> */
</script>
<script type="text/javascript" src="//c.imedia.cz/js/retargeting.js"></script>

```

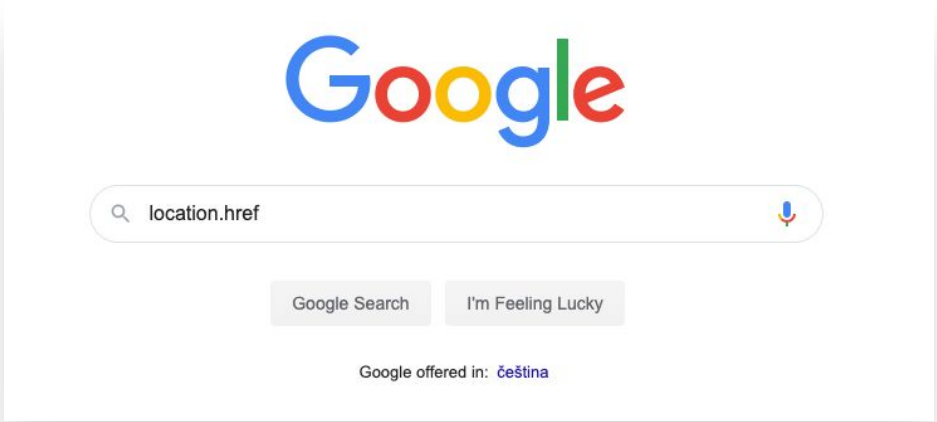
```
{
  (function () {
    var rtgId = "";
    var category = "";
    var itemId = "";
    var pageType = "";

    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);

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


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



w3schools.com

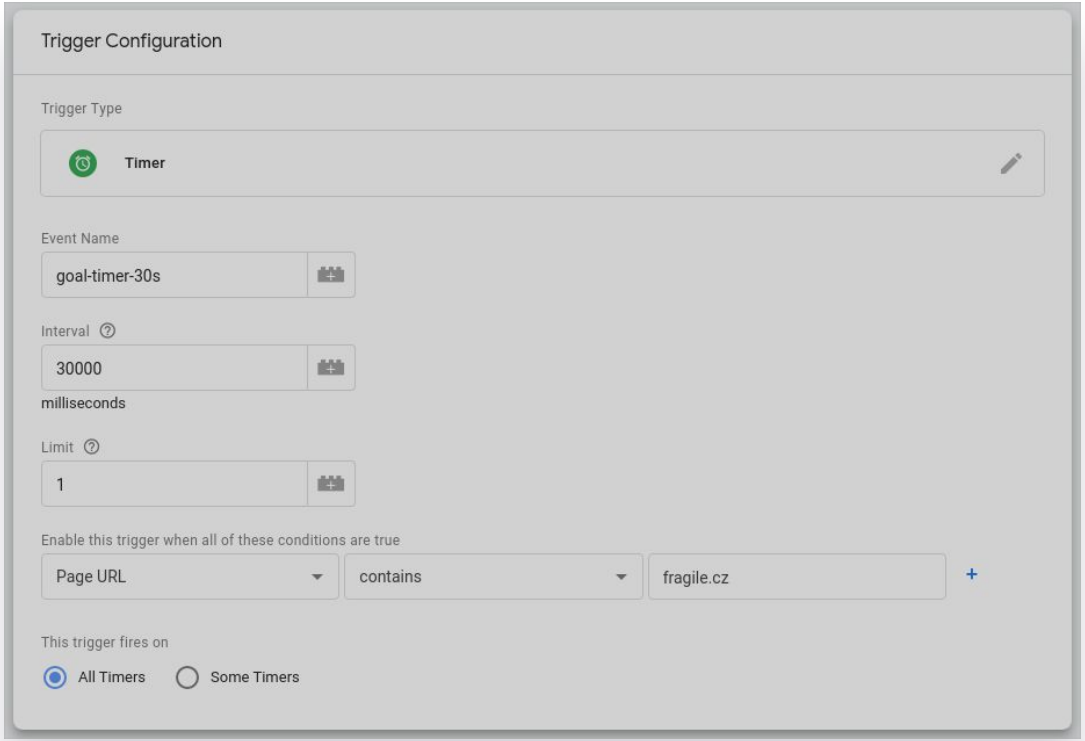
Example

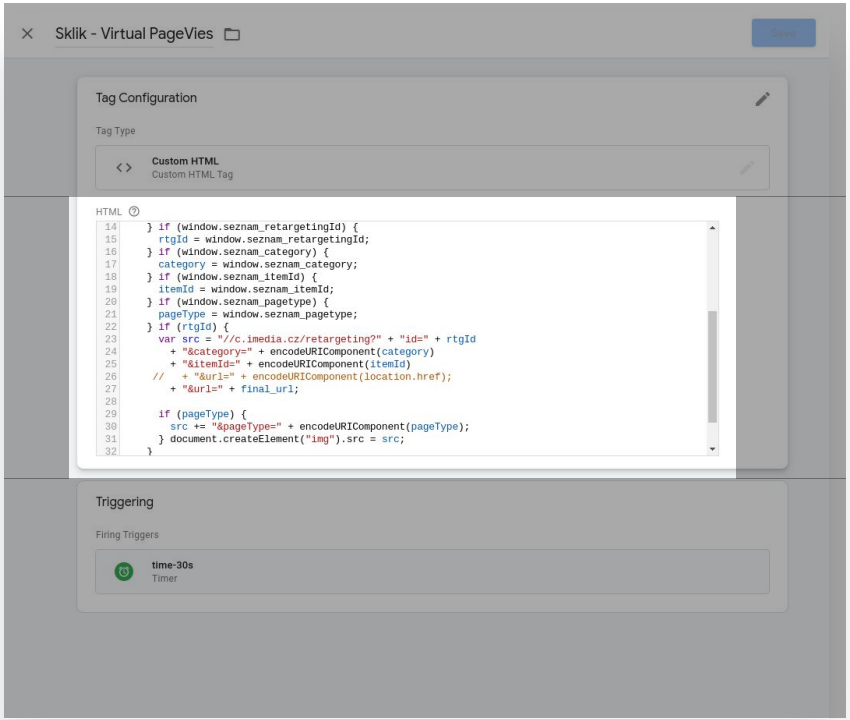
Return the entire URL (of the current page):

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

Try it Yourself »

TRIGGER SETTING IN GTM






```
<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: Time_30s Last_30d

List description:

Membership: 30 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: contains /goal/timer-30s

or

Add another condition

AND (at the same URL)

Add another ad group

Create new list

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)

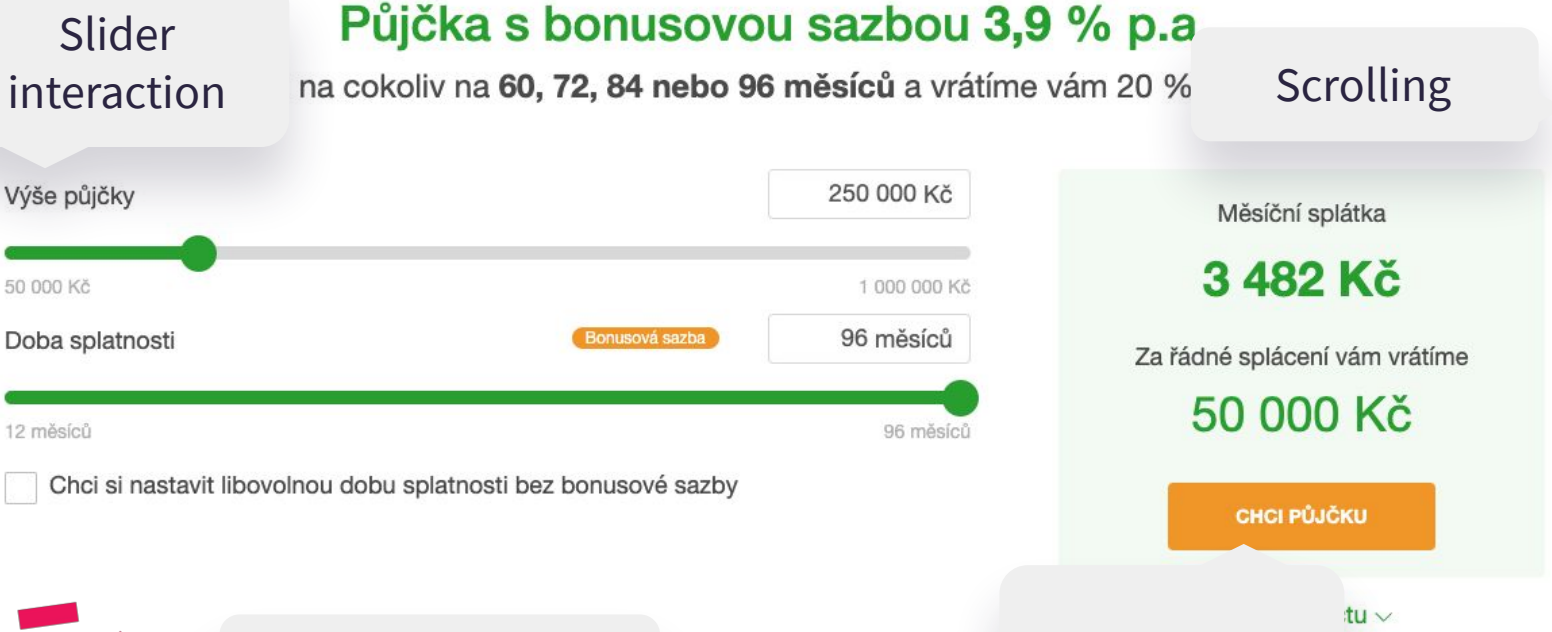
- Session duration
- interaction with the calculator
- completing the steps of the registration form
- scrolling

125

audiences

Slider interaction

Scrolling



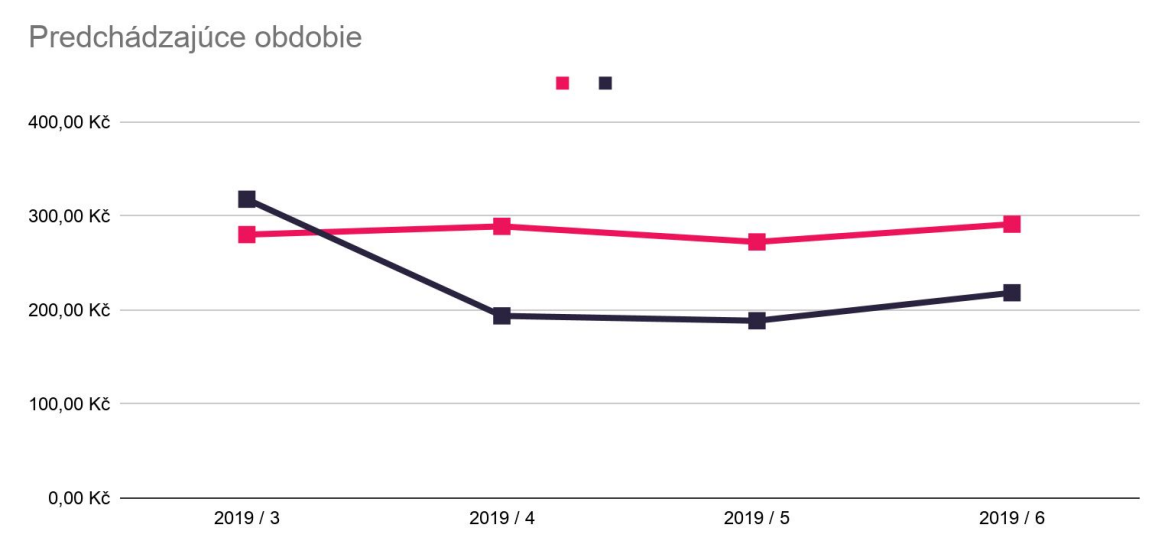
Session duration

Form steps

KEY METRICS EVOLUTION

CPC	CTR	Conversion rate
15.7 CZK **0.61 €**	**0.32 %**	**1.6 %**
12.5 CZK **0.49 €**	**0.41 %**	**2.1 %**
-20%	**+28%**	**+31%**

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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