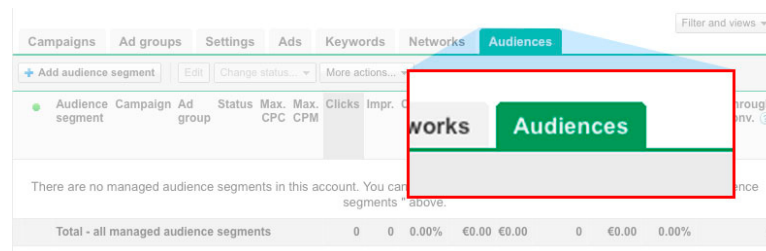


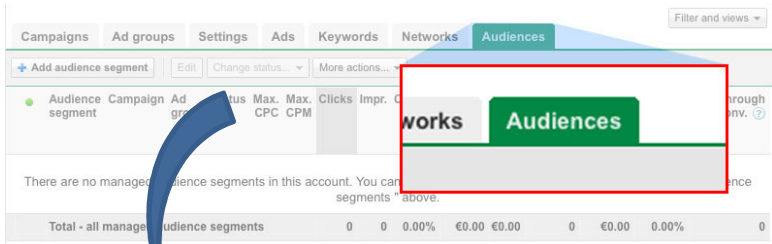
# Creating Audiences and Tags

## For Dummies

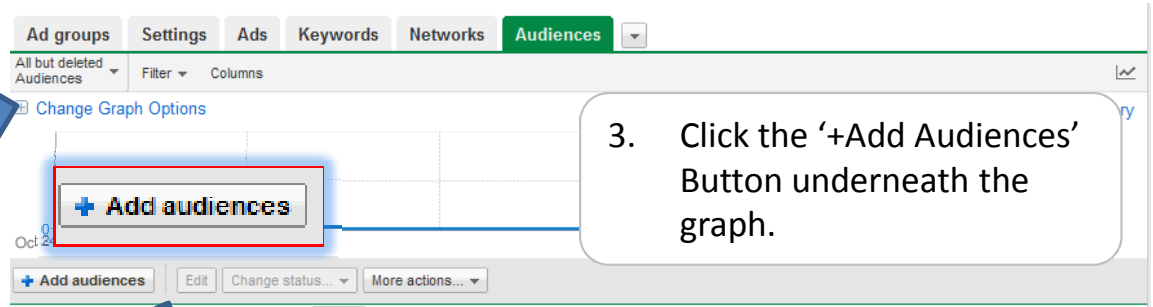


The screenshot shows the Google Ads interface for managing audiences. The top navigation bar includes tabs for Campaigns, Ad groups, Settings, Ads, Keywords, Networks, and Audiences. The Audiences tab is selected. Below the navigation bar, there is a table with columns for Audience segment, Campaign group, Ad group, Status, Max. CPC, Max. CPM, Clicks, Impr., and Cost. A red box highlights the 'Audiences' tab in the navigation bar and the 'Audiences' column header in the table. The table contains one row for 'Audience segment' and a total row for 'Total - all managed audience segments'.

Audience segment	Campaign group	Ad group	Status	Max. CPC	Max. CPM	Clicks	Impr.	Cost						
There are no managed audience segments in this account. You can create segments above.														
Total - all managed audience segments						0	0	0.00%	€0.00	€0.00	0	€0.00	0.00%	0

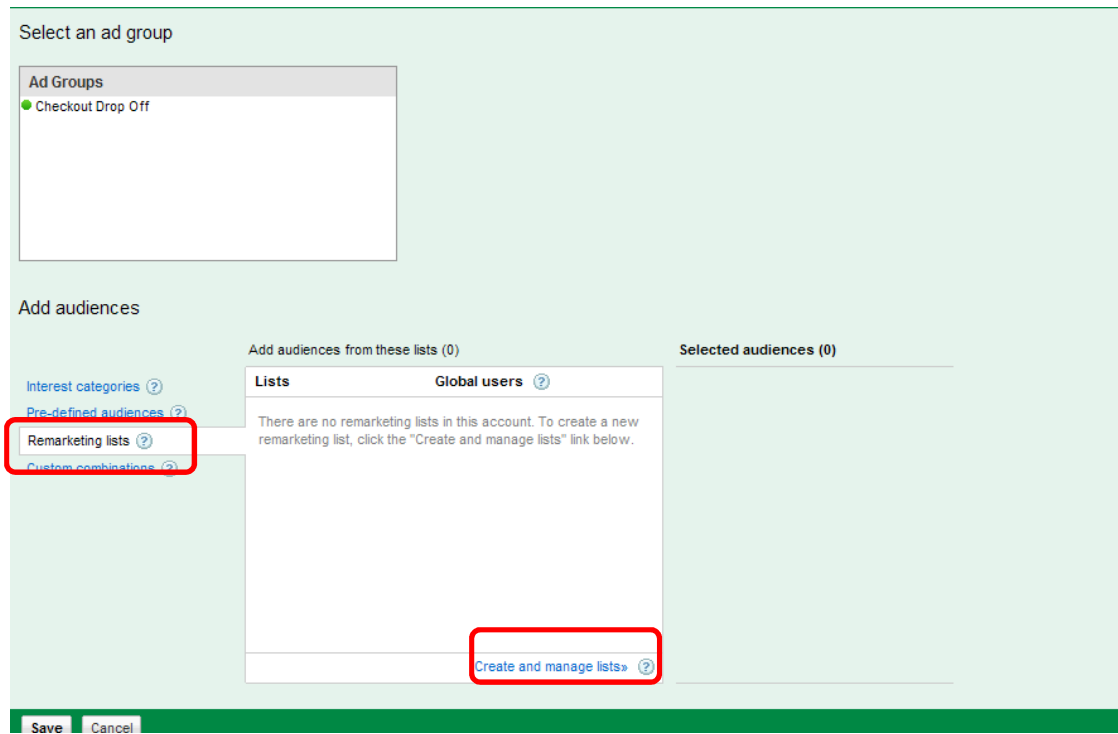


1. Create New Campaign for Re-Marketing.
2. Click the 'Audiences' Tab



3. Click the '+Add Audiences' Button underneath the graph.

4. Click 'Remarketing Lists' on the left side bar and then 'Create and manage lists' to create your first list.



## Audiences

5. Click 'New Audience' and then 'Remarketing List'

6. Name your list – ideally use the page name that you are making the list for.

7. Set the duration that the user stays on the Remarketing List. Standard is 30 days.

The screenshot shows the 'Audiences' section of a website. At the top, there is a green header with the word 'Audiences'. Below it, a dropdown menu is open, showing 'New audience' (highlighted with a red box), 'Remarketing list', and 'Custom combination'. A blue arrow points from the 'New audience' option to the 'New remarketing list' form below. The form has a green header with 'Audiences' and a sub-header 'New remarketing list'. It contains a warning message about the Remarketing program policy, a text input for 'Remarketing list name' (filled with 'Canon Cameras Page'), an optional text input for 'Description', a 'Membership duration' field set to '30 days', and a 'Tags' section with a radio button selected for 'Create new remarketing tag'. A yellow callout box provides instructions on adding the remarketing code. At the bottom, there are 'Save' and 'Cancel' buttons, with 'Save' highlighted by a red box.

New remarketing list

Please read the [Remarketing program policy](#) before creating a list.

If you are creating remarketing lists on behalf of your client, please always send them this [email](#), informing them of their policy requirements.

Remarketing list name

Description

Membership duration  days


Tags  Create new remarketing tag

Select from existing tags

**Save** Cancel

## Audiences

New audience ▾

Type	Name	Description	Open / Closed ?	Membership duration ?	Tags / Rules ?	Number of users ?
Remarketing	Panasonic Digital Cameras Page 269735		Open ▾	30 days	-- 	--

Show rows: 100 ▾ 1 - 1 of 1

## Audiences

### Edit remarketing list

Please read the [Remarketing program policy](#) before creating a list.

If you are creating remarketing lists on behalf of your client, please always send them this [email](#), informing them of their policy requirements.



Remarketing list name

Description

Open / Closed ?  ▾

Membership duration ?  days

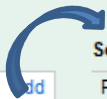
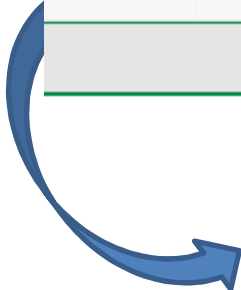
Tags ? Select from existing tags

- Available tags
- Purchase
  - Panasonic Digital Cameras Page [Tag]
-  

- Selected tags
- Panasonic Digital Cameras Page [Tag] [remove](#)

8. Click on the Pencil icon under Tags / Rules column.

9. Add the available tag corresponding to the Audience you just created.

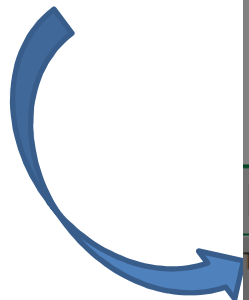


## Audiences

10. Now you have to send the tag to the client to apply to their website (or they can find it from here). Click on the Tag name under Tags / Rules.

Type	Name	Description	Open / Closed ?	Membership duration ?	Tags / Rules ?	Number of users ?
Remarketing	Panasonic Digital Cameras Page 269735		Open	30 days	Panasonic Digital Cameras Page [Tag]	--

Show rows: 100 1 - 1 of 1



### Remarketing code

Add the remarketing code to all your pages visited by users whom you'd like to add to this list. [Insertion tips](#)

Page security level ? HTTP

```
<!-- Google Code for Panasonic Digital Cameras Page Remarketing List -->
<script type="text/javascript">
<!--
var google_conversion_id = 1071044045;
var google_conversion_language = "en";
var google_conversion_format = "3";
var google_conversion_color = "666666";
var google_conversion_label = "EWIzCLuG3gEQzavb_gM";
var google_conversion_value = 0;
//-->
```

Done [Convert to conversion tag](#)

Reporting  
There is a 24-hour delay in conversion tracking reporting.  
Time zone for all dates and times: (GMT-08:00) Pacific Time. [Learn more](#)

# Campaign Creation

1. Create an ad group for each audience type you want to target. Try to keep the ad group names synchronized with your audience names



2. In **each ad group**, click on the audience tab



3. Click '+Add Audiences' to import our audience lists into the ad group.

Status	Default Max. CPC	Content Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)	View-through Conv.
<input type="checkbox"/>	UK£0.40	UK£0.40	0	0	0.00%	UK£0.00	UK£0.00	0	0	UK£0.00	0.00%	0
Total - all but deleted ad groups			0	0	0.00%	UK£0.00	UK£0.00	0	0	UK£0.00	0.00%	0
Total - Search			0	0	0.00%	UK£0.00	UK£0.00	0	0	UK£0.00	0.00%	0
Total - Content			0	0	0.00%	UK£0.00	UK£0.00	0	0	UK£0.00	0.00%	0
			0	0	0.00%	UK£0.00	UK£0.00	0	0	UK£0.00	0.00%	0

Audience segment	Campaign	Ad group	Status	Max. CPC	Max. CPM	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)	View-through Conv.
There are no managed audience segments in this account. You can manage audience segments above.															
Total - all managed audience segments						0	0	0.00%	€0.00	€0.00	0	€0.00	0.00%	0	

What if I have keywords in my ad group?  
Keywords help refine the targeting for your ads, so they can help no matter where your ads run. [Learn more.](#)

[+ Add audiences](#)

[+ Negative audiences](#)

4. Click on 'Remarketing Lists' on the left side bar and you will see your pre-created lists from earlier.

Add audiences from these lists (2)

Lists	Global users	
Canon Digital SLRs	--	added
Panasonic Digital Cameras Page	--	add

Selected audiences (1)

Canon Digital SLRs [remove](#)

[Create and manage lists](#)

[Save](#) [Cancel](#)

5. Add the appropriate audience for this ad group, then click 'Save'.

<input type="checkbox"/>	Audience	Status	Max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. (1-per-click)	Cost / conv. (1-per-click)	Conv. rate (1-per-click)	View-through Conv.
<input type="checkbox"/>	Canon Digital SLRs List 269825	Campaign paused	UK£0.40	0	0	0.00%	UK£0.00	UK£0.00	0	UK£0.00	0.00%	0
Total - all managed audiences				0	0	0.00%	UK£0.00	UK£0.00	0	UK£0.00	0.00%	0

Show rows: 100 1 - 1 of 1

6. You will now see the audience in the appropriate ad group.

# Optional...

You may want to only target people who have seen a page but have not bought from the website.



Use **Negative Audiences** and exclude purchasers.

Back to the Audience creation interface again...

1. Create a 'Purchase' audience.
2. Instead of creating a new remarketing tag, you can 'Select from existing tags'.
3. Add the tag that exists already for a conversion (the name will be defined by their conversion tracking name)

New remarketing list

Please read the [Remarketing program policy](#) before creating a list.

If you are creating remarketing lists on behalf of your client, please always send them informing them of their policy requirements.

Remarketing list name

Description

Membership duration  days

Tags  Create new remarketing tag  
 **Select from existing tags**

Available tags

Purchase	added
Canon Digital SLRs [Tag]	add
Panasonic Digital Cameras Page [Tag]	add

Selected tags

Purchase	remove
----------	--------

# Back to your ad group view...

Select 'Negative Audiences' and then '+Add' at either ad group or campaign level.

<input type="checkbox"/>	<span style="color: green;">●</span> Audience	Status	Max. CPC	Clicks	Impr.	CTR <sup>?</sup>	Avg. CPC <sup>?</sup>	Cost	Conv. (1-per-click) <sup>?</sup>	Cost / conv. (1-per-click) <sup>?</sup>	Conv. rate (1-per-click) <sup>?</sup>	View-through Conv. <sup>?</sup>
<input type="checkbox"/>	<span style="color: green;">●</span> Canon Digital SLRs <a href="#">List: 269825</a>	Campaign paused	UK£0.40	0	0	0.00%	UK£0.00	UK£0.00	0	UK£0.00	0.00%	0
Total - all managed audiences				0	0	0.00%	UK£0.00	UK£0.00	0	UK£0.00	0.00%	0

Show rows: 100 1 - 1 of 1

Negative audiences

Negative audiences

**Ad group level**

Negative audience

Remarketing lists

Lists	Global users <sup>?</sup>	
Canon Digital SLRs	--	<input type="button" value="add"/>
Panasonic Digital Cameras Page	--	<input type="button" value="add"/>
Purchase	--	<input type="button" value="add"/>

Selected audiences (0)

Select Remarketing Lists from the drop down. Add the 'Purchase' List.