

## A checklist for mastering Programmatic Remarketing on Google Display

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If you want to find out more about programmatic remarketing on Google Display, download the full guide at [g.co/GoogleBP](https://g.co/GoogleBP).

### First, set up your site to improve remarketing.

- 1 Tag your entire desktop and mobile site.  
**Why:** *Tags capture the customer insights needed for strong remarketing lists.*

### Next, get ready to send the right messages to the right prospects.

- 2 Focus your remarketing lists on homepage viewers, category page viewers, product or offer page viewers, cart abandoners and past converters.  
**Why:** *You can tailor your bids and ads to the ways your most valuable visitors interact with your site.*

### Choose your bids and ad formats for maximum success.

- 3 Pair remarketing with Conversion Optimizer.  
**Why:** *Dynamic bids usually lead to better results and can save time better spent on other vital areas.*
- 4 Use all display ad sizes and formats, including text, mobile, image and HTML5.  
**Why:** *This helps reach your audience at exactly the right moment.*
- 5 Use dynamic remarketing to show the most personalized ad possible.  
**Why:** *Consumers who see ads with the actual offer they viewed, or similar offers, are more likely to return to your site to complete a purchase.*
- 6 Take the next step: move from Conversion Optimizer to target return on ad spend.  
**Why:** *Moving from target CPA to target ROAS typically results in the most total value at your desired level*

### Optimize your settings for best results.

- 7 Remove exclusions for languages, locations and placements.  
**Why:** *When people have visited your site already, they are more likely to purchase regardless of the context.*
- 8 Automate your frequency caps.  
**Why:** *Google's algorithms will optimize frequency caps for you, based on how likely each viewer is to click on and convert from your ad.*

### Now go prospecting for even more qualified customers.

- 9 Use Similar Audiences or auto-targeting to expand your remarketing lists and reach new customers.  
**Why:** *These features can boost remarketing volume and acquire new customers at the right cost.*
- 10 Use In-Market Audiences to acquire new mid-funnel customers.  
**Why:** *You can drive more qualified traffic to your site when you reach people who are actively researching or intending to buy what you offer.*