

An Advertiser's Guide to Remarketing lists for Search Ads (RLSA)

RLSA is a booster engine for search ads: it helps put your great ads in front of highly qualified customers who have already shown interest in your business or your products. This checklist outlines the best practices we cover from our ["Winning the Second Chance" guide](#) to help you make the most of RLSA.

Set Up Smart

- 1 Tag your entire desktop and mobile site.
Why: *Tags capture the customer insights that help you define your RLSA list.*

Segment Your Prospects

- 2 Focus your list on general visitors, recent converters and shopping cart abandoners.
Why: *Past visitors are more likely to convert than those who've never visited.*

Bid for Success

- 3 Raise your bids by 100% or more to compete for top ad slots.
Why: *RLSA customers are more likely to convert; it's worth bidding more to reach the top ad slots for them.*
- 4 Target broader keywords and match types in your RLSA campaigns.
Why: *Broader targeting can be effective since RLSA traffic is usually more qualified.*