

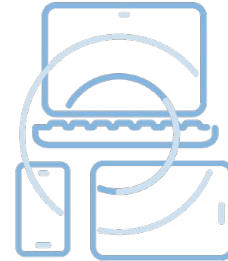


Looking at Audience Strategies for Retail Clients

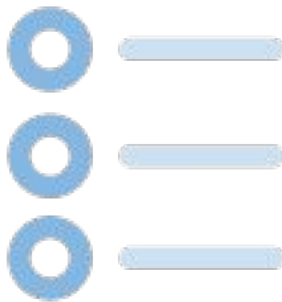


Purpose of this doc

- To guide users of Analytics 360 in understanding how to create Remarketing Lists with a focus on Retail, while also considering the opportunities available with the DBM integration.
- This document is only intended as a guide and does not replace the knowledge that Retail websites themselves would have about what remarketing strategies would suit their business the best



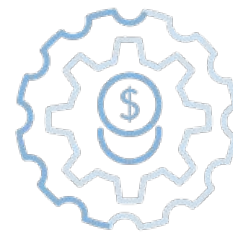
Methodology



- Methodology supporting audience planning between Analytics 360 & DBM in this document are as follows:
 - **Awareness**
 - **Acquisition**
 - **Post Sales**
- Awareness is aimed at raising awareness and visibility of your product, service or cause
- Acquisition is aimed at changing your users from browsers to customers
- Post Sales is aimed at sustaining customer loyalty and engagement

Want to know more?

- The [Analytics 360 Fundamentals](#) training provides a foundation for the core principles of digital analytics, improving business performance through better digital measurement
- For an overview on remarketing lists please see [here](#)
- Additionally please see the following hangouts:
 - [Building Remarketing Lists in GA360](#)
 - [Using GA360 Remarketing Lists in DBM](#)
- To see how to setup Analytics 360 Audiences in DBM, please see [Audience list targeting](#) in the DBM Help Center



For more advanced customisation, please reach out to your Analytics 360 Account Manager and for any specific questions on this document please email Gracia Odon at godon@google.com



What audiences do I need? Planning Analytics 360 & DBM with a Retail Client



Awareness - raise visibility of your product, service or cause to a core target audience in Analytics 360 and DoubleClick Bid Manager



Create any type of audience list in Analytics 360 making it as broad as possible

Assign the Analytics 360 audience list to a DBM line item making sure to exclude it and select 'Similar Audiences' in DBM

Acquisition - Drive increased site conversions with both Analytics 360 & DoubleClick Bid Manager



Create a list of users who are most likely to convert with the setup of a Smart List

Retarget a Smart List in DBM by assigning it to a DBM line item



Create a list of users who visited a certain retail page but didn't purchase anything

Retarget this list by assigning it to a line item in DBM, including the specific product your user has viewed in the creative with the aim of encouraging a completed purchase



Create a list of users who abandoned items in their shopping basket

Retarget this list by assigning it to a line item in DBM, including the specific product your user added to the shopping basket in the creative alongside some kind of retail offer or incentive with the aim of encouraging a completed purchase

After-Sales - Ensure you maintain customer engagement post sales with both Analytics 360 & DoubleClick Bid Manager



Create a list of users who have recently purchased something

Exclude this list from awareness and acquisition targeting line items in DBM



Create a list of users who have purchased something specific

Retarget this list by assigning it to a line item in DBM, including some kind of offer in the creative when there is a new range of the product available with the aim of incentivising existing customers



Acquiring 'Users who are most likely to convert'



A Smart List is a [Remarketing Audience](#) that Analytics generates to maximise your conversions. If you are new to remarketing, you'll find that using Smart Lists helps you quickly achieve favorable results.

Want to see an example of how this worked for a Retail client? See the [GHD Case Study](#) showing how GHD saw the lowest CPA with the integration of Analytics 360 Smartlists in DoubleClick Bid Manager



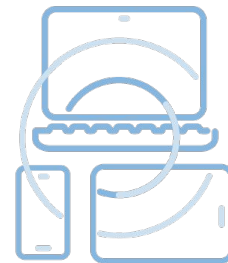
Create a list of users who are most likely to convert with the setup of a Smart List



Retarget a Smart List in DBM by assigning it to a DBM line item

List Setup

- Creating Smart Lists are easy. You can select the 'Smart List' by navigating to the Recommended Audiences section under Audiences.
- You don't need to specify a rule like you would for other audience definitions.



2 Audience definition

The screenshot shows the 'Audience definition' section of a software interface. At the top, there are two buttons: 'Create New' and 'Import Segment'. Below these is a section titled 'Recommended Audiences'. The first item in this list is 'Smart List', which is circled in blue. Below 'Smart List' are several other audience options: 'All Users', 'New Users', 'Returning Users', 'Users who visited a specific section of my site (e.g. /index.html, shirts, /cart/)', 'Users who completed a goal conversion', and 'Users who completed a transaction'. Each of these options has a small question mark icon to its right.



Acquiring 'Users who visited a certain page but didn't purchase anything'



There are many reasons why users do not purchase from a retail site straight away, 'Price', 'Timing' etc. Ensuring you have a plan to retarget your content to them opens up another opportunity to develop users into customers.

The turning point between browser and customer can at times be microscopic. Capturing these micro interactions of user behavior in Analytics 360 gives you the ability to develop a pool of customers who are right on the edge of buying decisions.

You can finalise your audience strategy by tailoring the DBM creative to include customised creative linked to your analytics 360 remarketing list, completing the cycle of an efficient remarketing strategy which allows you to compete fully on audience behaviour by supporting potential customers on their journey of making a retail purchase.

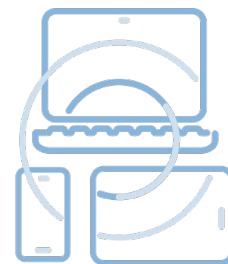


Create a list of users who visited a certain retail page but didn't purchase anything

Retarget this list by assigning it to a line item in DBM, including the specific product your user has viewed in the creative with the aim of encouraging a completed purchase

List Setup

- Using the Sequence rule in Analytics 360 means you can include two specific requirements of your user behaviour
 - 'Page contains Retail specific site and
 - Transactions per user = 0



Audience Builder

Demographics
Technology
Behavior
Date of First Session
Traffic Sources
Enhanced Ecommerce
Advanced
Conditions
Sequences 1

Sequences

Segment your users and/or their sessions according to sequential conditions.

Filter Include ▾ Users ▾ Sequence start Any user interaction ▾

STEP 1

Page ▾ contains ▾ /google+redesign/apparel - OR AND

AND

Transactions ▾ per user ▾ = ▾ 0 - OR AND

Add Step

+ Add Filter

Apply
Cancel

- Tip:** You can create this Sequence rule with both the use of 'AND' or 'Add Step'. In this rule the filtering of 'Include' and 'Users' is the same for both parts of this rule so we don't need to use the 'Add Step'. However if you wanted to create a rule that 'excluded' users who made no transactions for instance, you could use the 'Add filter'.



Acquiring 'Users who abandoned items in their shopping basket'



According to Baymard Institute, '69.23% is the average shopping cart abandonment rate'. Considering the user took the step of adding a product to the basket, it's likely that they are near to purchasing. It's crucial to have a strategy to try and win back these users to ensure you don't lose them to any competitors



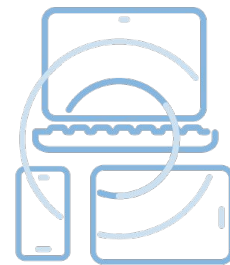
Create a list of users who abandoned items in their shopping basket



Retarget this list by assigning it to a line item in DBM, including the specific product your user added to the shopping basket in the creative alongside some kind of retail offer or incentive with the aim of encouraging a completed purchase

List Setup

- Using the Condition rule in Analytics 360 to set a condition on the type of user you want to add into your remarketing bucket
 - 'Event Action exactly matches AddToCart
 - AND
 - Transactions per user = 0



Demographics

Technology

Behavior

Date of First Visit

Traffic Sources

E-commerce

Advanced

Conditions 1

Sequences

Conditions

Segment your users and/or their visits according to single or multi-visit conditions.

Filter Users ▾ Include ▾ ⊕

Event Action ▾

exactly matches ▾

AddToCart

- OR AND

AND

Transactions ▾

per user ▾

= ▾

0

- OR AND

+ Add Filter



Post Sales for Retail Clients



Ensure you maintain customer engagement Post Sales



Shopify.com states that, 'Customer profitability rates tend to increase over the life of a retained customer and a two percent increase in customer retention has the same effect on profits as cutting costs by ten percent'.

This shows how it's cost effective to get sales from previous customers rather than allocate additional spend on winning new customers. Consider the following post sales remarketing list suggestions to guide you to what lists might be suitable for your own website.



Create a list of users who have recently purchased something



Exclude this list from awareness and acquisition targeting by assigning it to a line item in DBM

List Setup

- Using the 'Enhanced Ecommerce Rule' in Analytics 360, you are able to easily segment a user who has 'Purchased an Item with a revenue amount greater than zero.'
 - 'Purchased an item and
 - Revenue per user > = 0

Audience Builder

Demographics	<h4>Enhanced Ecommerce</h4> <p>Segment your users by their shopping behavior.</p> <div style="display: flex; justify-content: space-between; border: 1px solid #ccc; padding: 2px;"> Performed any action Added to cart Purchased an item </div> <div style="margin-top: 10px;"> <p>Revenue ? per user > <input type="text" value="0"/></p> <p>Product ? contains <input type="text"/></p> <p>Product Category (Enhanced Ecommerce) ? contains <input type="text"/></p> <p>Product Brand ? contains <input type="text"/></p> <p>Product Variant ? contains <input type="text"/></p> </div>
Technology	
Behavior	
Date of First Session	
Traffic Sources	
Enhanced Ecommerce 1	
Advanced	
Conditions	
Sequences	



Ensure you maintain customer engagement Post Sales



According to Ciceron.com, 'Sometimes, a great experience isn't enough. Many loyal customers will still switch brands if they feel as though they aren't getting a good enough deal. The ability to access exclusive prices and receive loyalty discounts actually influences their purchasing behavior. The difference between you and your competitor could very well come down to who has a better loyalty program.'

Consider the below rule example of maintaining customer loyalty to see if this is applicable for your website.



Create a list of users who have purchased something specific

Retarget this list by assigning it to a line item in DBM, including some kind of offer in the creative when there is a new range of the product available with the aim of incentivising existing customers

List Setup

- Using the Enhanced Ecommerce Rule in Analytics 360 means you can easily segment a user who has 'Purchased a specific retail Item with a revenue amount greater than zero. Rykes set are:
 - 'Purchased an item
 - Revenue per user > = 0
 - Product contains 'Specific Retail Item'

Audience Builder

Demographics	<h4>Enhanced Ecommerce</h4> <p>Segment your users by their shopping behavior.</p> <div style="display: flex; justify-content: space-between; border-bottom: 1px solid #ccc; padding-bottom: 5px;"> Performed any action Added to cart Purchased an item </div> <div style="margin-top: 10px;"> <p>Revenue ? per user > 0 ✕</p> <p>Product ? contains Apparel_Women_t-shirt ✕</p> <p>Product Category (Enhanced Ecommerce) ? contains </p> <p>Product Brand ? contains </p> <p>Product Variant ? contains </p> </div>
Technology	
Behavior	
Date of First Session	
Traffic Sources	
Enhanced Ecommerce 2	
Advanced	
Conditions	
Sequences	
Apply Cancel	