CCC – Remarketing & Display Strategy

1. **Multiple Ad Sizes/Messaging/Designs**
   1. Increase reach by leveraging all possible creative ad sizes.
      1. Create display ads in every size for all Remarketing & Display ad groups to ensure that we’re able to serve ads on all relevant pages in the GDN.
      2. Run on 3 different ads – rotating messaging & ad design.
         1. As people see the same ad throughout their research they will begin to develop “ad blindness.” Coming up with different designs & calls-to-action will help capture their attention & reengage them.
2. **Search Remarketing**
   1. Capture users who have not yet visited the CCC SEM LP’s but have exhibited behavior similar to that of users who have visited and resulted in a conversion. Target users searching non-branded, relevant keywords:
      1. General College Keywords
      2. Chicago Modified Keywords (i.e. college in Chicago)
      3. Illinois Modified Keywords (i.e. colleges in Illinois)
      4. Program-Specific Keywords (i.e. healthcare associates degree program)
      5. School-Specific Keywords (i.e. harry s Truman advanced certificate program)
3. **Site Remarketing**
   1. Refine targeting for each program/school by building out targeted, layered ad groups:
      1. School/Program + Contextual Targeting
         1. i.e. Harry S Truman – only serve Remarketing ads to cookie’d users when they’re on sites that include keywords relevant to Harry S Truman
      2. School/Program + Topic Targeting
         1. i.e. Adult Education – only serve remarketing ads to users when they’re on sites with content relevant to adult education.
      3. School/Program + Placement Targeting
         1. i.e. define top performing sites in the Remarketing campaign (per school/program, target these pages separately, and create new ad groups for this combination.
         2. This can only be implemented after general remarketing campaign has gained statistically significant performance data
      4. Create contextually targeted Remarketing ad group for the keywords that drive the most click-assisted conversions.
         1. Create individual ad groups per school/program.
      5. All of the above tactics, with additional modification to only target users who initially visited the site from Bing/Yahoo!.
      6. Schedule ads in specific intervals. For instance, retarget prospects who viewed a specific school/program page but didn’t complete the conversion at one day, 15 days and 30 days.
         1. Create specific ads designed to capture attention based on length of time since first visit.
      7. Break out all of the above ad groups into targeted demographic segments:
         1. Age Bracket (<18, 21-25, 26-30, 31-35, etc.)
         2. Gender (M/F)
4. **Analytics Remarketing**
   1. Custom Remarketing, incorporating both GA metrics and AdWords metrics
      1. Remove visitors with a Time on Site 15 seconds or lower and a 100% Bounce Rate from all ad groups.
   2. **Value User Targeting**
      1. Target users who spend a lot of time on the SEM pages but did not convert.
      2. Create ad groups for each relevant school
         1. High Value Users:
            1. ***Highly Qualified***: Users who spend 1+ minutes on the site and clicked through to at least 3 pages (spending more than 20 sec on each page), but did not convert
            2. ***Qualified/Interested***: Users who spend 1+ minute on the site and clicked through to at least two pages (>20 sec on each page) but did not convert.
            3. ***Qualified/Research***: Users who spend 1+ minute on the site and clicked through to at least one other page but did not convert.
            4. ***Research***: Users who spend 1+ minute on the site and click through to the Programs page, did not visit any other pages and did not convert.
      3. Repeat this strategy across all relevant school/programs.