

Dynamic Remarketing for Retail External Implementation Guide

Updated as of April 30, 2013

The Dynamic Remarketing Ads work in combination with the remarketing tag. The tag will collect the product id and the type of page the user visited (product page, shopping cart page, purchase page).

The implementation consists in implementing the Remarketing tag with custom parameters. Below is the example code:

```
<!-- Google Code for Remarketing Tag -->
<!-------
Remarketing tags may not be associated with personally identifiable
information
or placed on pages related to sensitive categories. See more information
and instructions on how to setup the tag on:
http://google.com/ads/remarketingsetup
----->
<script type="text/javascript">
var google_tag_params = {
ecomm_prodid: 'REPLACE_WITH_VALUE',
ecomm_pagetype: 'REPLACE_WITH_VALUE',
ecomm_totalvalue: 'REPLACE_WITH_VALUE'
};
</script>
<script type="text/javascript">
/*  */
var google_conversion_id = XXXXXXXXXXX;
var google_conversion_label = "YYYYYYYYYY";
var google_custom_params = window.google_tag_params;
var google_remarketing_only = true;
/* ]]&gt; */
&lt;/script&gt;
&lt;script type="text/javascript"
src="//www.googleadservices.com/pagead/conversion.js"&gt;
&lt;/script&gt;
&lt;noscript&gt;
&lt;div style="display:inline;"&gt;
&lt;img height="1" width="1" style="border-style:none;" alt=""
src="//googleads.g.doubleclick.net/pagead/viewthroughconversion/XXXXXXXXXX/
?value=0&amp;label=YYYYYYYYYY&amp;guid=ON&amp;script=0"/&gt;
&lt;/div&gt;
&lt;/noscript&gt;</pre></div><div data-bbox="115 865 896 939" data-label="Text"><p>The code highlighted in <b>green</b> are the <u>custom parameters</u> and the part highlighted in <b>yellow</b> is the <u>New Remarketing Tag</u>. The tag must be implemented on <b>all pages</b> (just before &lt;/body&gt; tag) of your website. The custom parameters are the only part which you have to dynamically populate the values for (i.e. for the product ID, page type, total value) according to information</p></div>
```

on the page.

IMPORTANT NOTES:

- The code should use [JSON format](#)
- On pages that have multiple Product IDs (i.e. the shopping cart page), you can use brackets to group them such as using `ecomm_prodid: ['123', '456']`
- You can either use single or double quotes in the custom parameters. Both will work but you have to be consistent. If you choose to use single quotes, keep using the same in all values.
- Do not forget to include a comma to separate the parameters. If you don't include commas, the tag will not work properly. See the [Common Errors](#) section.

Please provide the values for the custom parameters as per below:

STANDARD SETUP

Key	Example Values	Definition
<code>ecomm_prodid</code>	1234	Product Id - Must match the Product Id from the Google Merchant Center feed. This will allow the dynamic ad to show the user the exact product they viewed.
<code>ecomm_pagetype</code>	home, searchresults, category, product, cart, purchase, other	Page Type - Indicates which page the user is on. Utilize this to create list strategies to remarket to users anywhere on your site. Please pass in one of the example values depending on page type in order for our systems to recognize and incorporate into bidding signals. Important Note: every page must have a page type value.
<code>ecomm_totalvalue</code>	49.99	Total Value - Specify the value of the product. Note that on a cart page, specify the total value (summing up the value of all products) and use this to segment users by their cart value.

You can also include more information in the custom parameters to create advanced remarketing lists. Below are some suggestions:

ADVANCED SETUP (Additional keys/values you can specify in the tag)

Key	Example Values	Definition
ecommm_rec_prodid	5678, 1122, 6760	Recommended Product Id(s) - Specify one or multiple products in priority order (the first being the highest priority) that are recommended with the main product. These must match the 'product id' from the Google Merchant Center feed.
ecommm_category	electronics	Product Category - Specify the category the user visited to segment them by different margin categories.
ecommm_pvalue	29.99	Product Value - Specify the value for the product.
ecommm_quantity	3	Product Quantity - Specify the number of products the user selected.
a	22	User Age - Specify the age of the user
g	f, m	User Gender - Specify the gender of the user. Use 'f' for female and 'm' for male.
hasaccount	y, n	User Account - Specify whether or not the user is logged in on your site. If they are logged in, this will indicate that they have an existing account on your site. Use 'y' for yes and 'n' for no.
cqs	1, 2, 3	User CRM Score - Specify the user value ranging from 1 to 3 (where 1 is the most valuable). The range is flexible and values higher than 3 can be used (with 1 still being the most valuable) but keeping the range small will prevent it from getting too granular.
rp	y, n	User Repeat Purchaser
ly	1, 2, 3	User Loyalty Score - Specify the user loyalty score ranging from 1 to 3 (where 1 is the most valuable). The range is flexible and values higher than 3 can be used (with 1 still being the most valuable) but keeping the range small will prevent it from getting too granular.
hs	1, 2, 3	User High Spender Score - Specify the user high spender score ranging from 1 to 3

		(where 1 is the most valuable). The range is flexible and values higher than 3 can be used (with 1 still being the most valuable) but keeping the range small will prevent it from getting too granular.
--	--	--

Here's an example for a generic retail website with all the standard custom parameters implemented. Note that this is just the custom parameters section and you must also include the rest of the remarketing tag below the custom parameters.

Site section	Custom parameter tag sample	Notes
Home	<pre><script type="text/javascript"> var google_tag_params = { ecomm_prodid: '', ecomm_pagetype: 'home', ecomm_totalvalue: '' }; </script></pre>	On the home page you don't have any information, only the page type.
Category page	<pre><script type="text/javascript"> var google_tag_params = { ecomm_prodid: '', ecomm_pagetype: 'category', ecomm_totalvalue: '' }; </script></pre>	<p>On the category page you have the page type info.</p> <p>Note that you can also add an advanced custom parameter to pass in the category type (i.e. <code>ecomm_category</code>).</p>
Product page	<pre><script type="text/javascript"> var google_tag_params = { ecomm_prodid: '123', ecomm_pagetype: 'product', ecomm_totalvalue: '99.00' }; </script></pre>	<p>On the product page you can dynamically fill in all product info according to the page.</p> <p>Remember to use the same product ID from your Google Merchant Center feed.</p>
Cart page	<pre><script type="text/javascript"> var google_tag_params = { ecomm_prodid: ['123', '456'], ecomm_pagetype: 'cart', ecomm_totalvalue: '120.00' }; </script></pre>	<p>On the cart page you should send all the products you have in the cart.</p> <p>When you have multiple values in a parameter use a javascript array (brackets).</p> <p>*Important - you must send the sum of the value in the cart in the <code>ecomm_totalvalue</code> parameter.</p>
Purchase page	<pre><script type="text/javascript"> var google_tag_params = { ecomm_prodid: ['123', '456'], ecomm_pagetype: 'purchase', </pre>	Purchase Confirmation page should also have all products that the user bought.

	<pre> ecomm_totalvalue: '120.00' }; </script> </pre>	<p>*Important - you must send the sum of the value in the cart in the ecomm_totalvalue parameter.</p>
All other pages	<pre> <script type="text/javascript"> var google_tag_params = { ecomm_prodid: '', ecomm_pagetype: 'other', ecomm_totalvalue: '' }; </script> </pre>	<p>On all other pages, use other for ecomm_pagetype.</p>

Ajax, Flash and other non-HTML implementations

(Recommended to use along with above implementation when adding items to the shopping cart is done via AJAX and does not lead to a full cart page load)

IMPORTANT: This implementation is most commonly used when adding items to the shopping cart triggers is done via Ajax. Using the below implementation will ensure that we capture those valuable users.

In Ajax or Flash pages, it is possible that not all information is loaded when page loads. To fire the Remarketing Tag asynchronously with page load (after user clicks a button, for example), please do the following:

1. Follow the instructions "How to implement the non Javascript tag (image tag) or shortening the tag" (see above) to create a tag with parameters;
2. Replace all instances of "&" in the tag for "&"
3. Define a simple Javascript function to create the tag upon some event. The following code snippet is an example:

```

<html>
<head>
<script type="text/javascript">
function sp(prodid, pagetype) {
var img = document.createElement("img");
img.onload = function() { return; };
img.src =
"//googleads.g.doubleclick.net/pagead/viewthroughconversion/XXXXXXXXXX/?value=0&label=YYYYYYYYY
Y&guid=ON&script=0&data=ecomm_pid%3D" + prodid + "%3Becomm_pagetype%3D" + pagetype;
}
</script>
</head>
<body>
<button onClick="sp(1234567, 'purchase');">Click Me!</button>
</body>
</html>

```


How to implement the non Javascript tag (image tag) - Only use if the above implementations do not work

We recommend using our Javascript tag as it typically provides the most data and leads to less implementation errors. However, you can use these instructions if you want to use the non-javascript part of the tag (also known as the image tag) or if you want to have a shorter version of the tag. The image tag doesn't require the JS library (conversion.js) and the rendering is asynchronous.

You must customize the non-javascript portion of the Remarketing Tag so values can be still passed. The data needs to be encoded by hand.

Here's how to set up the Remarketing Tag: Take the tag you've just created in the section 'Standard Implementation' should look like this sample:

```
<script type="text/javascript">
var google_tag_params = {
ecomm_prodid: 'REPLACE_WITH_VALUE',
ecomm_pagetype: 'REPLACE_WITH_VALUE',
ecomm_totalvalue: 'REPLACE_WITH_VALUE'
};
</script>
<script type="text/javascript">
/*  */
var google_conversion_id = XXXXXXXXXXXX;
var google_conversion_label = "YYYYYYYYYYY";
var google_custom_params = window.google_tag_params;
var google_remarketing_only = true;
/* ]]&gt; */
&lt;/script&gt;
&lt;script type="text/javascript"
src="//www.googleadservices.com/pagead/conversion.js"&gt;
&lt;/script&gt;
&lt;noscript&gt;
&lt;div style="display:inline;"&gt;
&lt;img height="1" width="1" style="border-style:none;" alt=""
src="//googleads.g.doubleclick.net/pagead/viewthroughconversion/XXXXXXXXXX
X/?value=0&amp;amp;label=YYYYYYYYYYY&amp;amp;guid=ON&amp;amp;script=0"/&gt;
&lt;/div&gt;
&lt;/noscript&gt;</pre></div><div data-bbox="114 750 898 787" data-label="Text"><p>The highlighted text is the non-javascript tag we want. Follow these steps to pass your custom parameters in the remarketing tag:</p></div><div data-bbox="146 805 899 861" data-label="List-Group"><ol><li>1. Prepare the custom parameters (also called key/values) you'd like to pass to AdWords via the pixel's URL. The key/values should be passed in the following format:<br/>key1=val1;key2=val2;key2=val3...</li></ol></div><div data-bbox="175 880 890 935" data-label="Text"><p>For example, if you want to pass <b>ecomm_prodid=100</b> and <b>ecomm_pagetype=purchase</b> as customer parameters, they should be serialized like this:</p></div>
```

ecomm_prodid=100;ecomm_pagetype=purchase

If a given key has multiple values, say multiple product ids on a shopping cart page, use commas to separate the values:

ecomm_prodid=101,102;ecomm_pagetype=purchase

2. Now URL-encode the string created above and append it to the pixel's URL as a parameter called "data".

In the example above, you would change the characters '=' ';' and ',' to their URL-encoded equivalent **%3D %3B and %2C**. After the change, the final img src looks like this:

```
//googleads.g.doubleclick.net/pagead/viewthroughconversion/XXXXXXXXXX/?value=0&label=YYYYYYYY&guid=ON&script=0&data=ecomm_prodid%3D101%2C102%3Becomm_pagetype%3Dpurchase
```

3. The final img tag is the following, which you can put on your site. It gives you the same functionality as the Javascript version of the tag, and it won't slow your page rendering.

```
<div style="display:inline;">

</div>
```

A note on ampersands (&): ampersands must be encoded as "&" inside of HTML code (in the src attribute), but **not** inside of javascript code. Moreover, many tags and containers that allow the piggybacking of pixels (like DoubleClick Floodlight) expect the URLs to **not** be HTML-encoded. This leads to frequent errors of double-encoding ampersands which leads to improper tracking. Make sure you use the proper URL depending on the context. If you're unsure, use the [Google Tag Assistant chrome extension](#) to verify your implementation.

A note on iframe and Image tag:

When using the image tag within an iframe (*DoubleClick floodlight* for instance), the referrer URL transmitted is the URL of the **iframe** (and **not** the one of the **website**). Transmitting the page's URL is important as you can then use it to build audience segmentation rules (ie: URL contains 'mothers-day').

In order to transmit the right URL, you can use the attribute *url* to specify the URL of the current page. You need to make sure the value is properly encoded to be transmitted in an HTTP GET request. The image URL could then look like this :

```
//googleads.g.doubleclick.net/pagead/viewthroughconversion/XXXXXXXXXX/?value=0&label=YY
YYYYYYYY&guid=ON&script=0&url=https%3A//www.mywebsite.com/index.html&a
mp;data=ecomm_prodid%3D101%2C102%3Becomm_pagetype%3Dpurchase
```

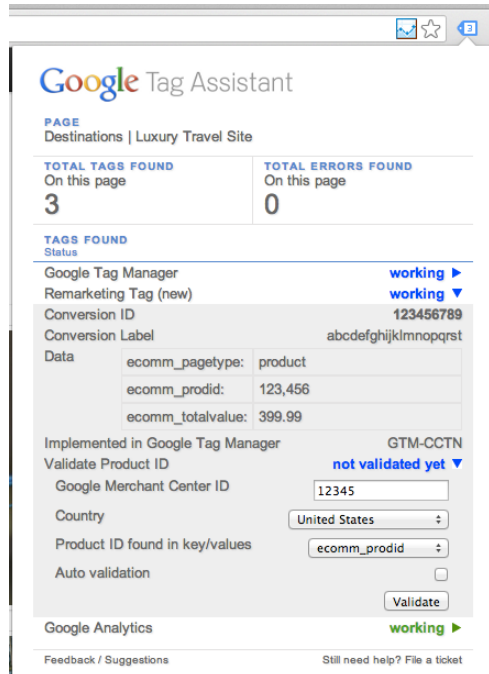

This URL should be the referrer URL of the iframe (unless the iframe is itself within another iframe). If you're unsure, use the [Google Tag Assistant chrome extension](#) to verify your implementation.

Use Google Tag Manager to implement the Dynamic Remarketing Tag

http://support.google.com/tagmanager/answer/3002580?hl=en&ref_topic=3002579

Verify the the Dynamic Remarketing Tag

Download the [Google Tag Assistant chrome extension](#) to verify your tag implementation. Use the "validate" feature to check that the product id passed to the tag matches the product id in your Google Merchant Center feed.



Common Errors on Custom Parameters Setup

Some of the common mistakes made when implementing custom parameters include:

1. String values are not quoted. For example:

```
<script type="text/javascript">
var google_tag_params = {
  ecomm_prodid: 2234,
  ecomm_pagetype: purchase,
  ecomm_totalvalue: 120.99
};
</script>
```

Should be changed to:

```
<script type="text/javascript">
var google_tag_params = {
  ecomm_prodid: 2234,
  ecomm_pagetype: "purchase",
  ecomm_totalvalue: 120.99
};
</script>
```

Note: Single quotes ' also work, as long as they are used consistently. **Numbers don't need quotes.**

2. Custom parameters are not separated by a comma (","). For example:

```
<script type="text/javascript">
var google_tag_params = {
  ecomm_prodid: 234
  ecomm_pagetype: "purchase"
  ecomm_totalvalue: 120.99
};
</script>
```

```
};  
</script>
```

Should be changed to:

```
<script type="text/javascript">  
var google_tag_params = {  
  ecomm_prodid: 234,  
  ecomm_pagetype: "purchase",  
  ecomm_totalvalue: 120.99  
};  
</script>
```

Note: The last custom parameter doesn't need to have "," after it. But it's OK if it does.

3. Parameter contains space or non-ASCII characters. We only support [a-z][0-9] and ' _'.

For example:

```
<script type="text/javascript">  
var google_tag_params = {  
  ecomm_prodid: 234,  
  ecomm_pagetype: "purchase",  
  ecomm_totalvalue: 120.99  
};  
</script>
```

Should be changed to:

```
<script type="text/javascript">  
var google_tag_params = {  
  ecomm_prodid: 234,  
  ecomm_pagetype: "purchase",  
  ecomm_totalvalue: 120.99  
};  
</script>
```

4. Multiple values in a parameter without brackets.

For example:

```
<script type="text/javascript">  
var google_tag_params = {  
  ecomm_prodid: "123,234",  
  ecomm_pagetype: "cart",  
  ecomm_totalvalue: 100,50  
};  
</script>
```

Should be changed to:

```
<script type="text/javascript">  
var google_tag_params = {  
  ecomm_prodid: ["123", "234"],  
  ecomm_pagetype: "cart",  
  ecomm_totalvalue: [100, 50]  
};  
</script>
```

5. Parameter with no value:

For example:

```
<script type="text/javascript">  
var google_tag_params = {  
  ecomm_prodid: ,  
  ecomm_pagetype: "other",  
  ecomm_totalvalue:  
};  
</script>
```

Should be changed to:

```
<script type="text/javascript">
var google_tag_params = {
  ecomm_prodid: "",
  ecomm_pagetype: "other",
  ecomm_totalvalue: ""
};
</script>
```

or simply:

```
<script type="text/javascript">
var google_tag_params = {
  ecomm_pagetype: "other"
};
</script>
```

Frequently Asked Questions

Q: What happens if the value for `ecomm_prodid` does not match the product id from the Google Merchant Center feed?

A: If we cannot find a matching product in your Google Merchant Center feed then we cannot show that product back to the user in the ad. We will then select the next best product to show based on other signals.

Q: Do I have to use the naming convention for the keys provided in the guide (e.g. `ecomm_prodid`, `ecomm_pagetype`, `ecomm_totalvalue`)?

A: Yes, for optimal performance. You can also specify additional keys and values beyond what the guide includes.

Q: Can I add other values for `ecomm_pagetype` beyond the ones provided in the guide (e.g. `home`, `searchresults`, `category`, `product`, `cart`, `purchase`)?

A: Yes. You can use additional self-defined values to create advanced remarketing lists. However, we do not recommend replacing any other values for the ones we provided. If any of the given values are replaced, you may have sub-optimal performance since you cannot take advantage of bid adjustments based on page type.

Q: Do I have to use all of the values for `ecomm_pagetype` that is provided in the guide (e.g. `home`, `searchresults`, `category`, `product`, `cart`, `purchase`, `other`)?

A: No, you can use additional values for `ecomm_pagetype` to define other pages specific to your site. However, there must be a value for `ecomm_pagetype` on all pages. We recommend using the values provided in this guide for optimal set up.

Q: How do I make the tag fire upon button clicks?

A: Follow the directions under the Ajax, Flash and other non-HTML implementations