Remarketing Tags for Party City

For Remarketing tracking in Google, please copy and paste the codes just above the </Body> tag on the instructed pages. Please reference the Conversion Tracking Setup Guide for more detailed instructions on how to add the Remarketing code snippet to your web page correctly.

Google Conversion Tracking Setup Guide: <https://adwords.google.com/select/setup.pdf>

**Goal:** Remarketing to the Home Page

**Instructions:** Please place the following Remarketing code on the Home Page.

***<!-- Google Code for All Visitors Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "xk2fCL6uhQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

***/\* ]]> \*/***

***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=xk2fCL6uhQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visit Costume Page

**Instructions:** Please place the following Remarketing code on the Costume page, just above the </Body> tag. <http://www.partycity.com/category/halloween+costumes.do>

***<!-- Google Code for Head - Costumes Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "ZyZvCNaFlQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

***/\* ]]> \*/***

***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=ZyZvCNaFlQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

**Goal:** Remarketing to Users who place products in the shopping cart & leave the site without purchasing

**Instructions:** Please place the following Remarketing code on the Abandoned Shopping Cart page, just above the </Body> tag.

*<!-- Google Code for Abandoned Cart Remarketing List -->*

*<script type="text/javascript">*

*/\* <![CDATA[ \*/*

*var google\_conversion\_id = 1048017994;*

*var google\_conversion\_language = "en";*

*var google\_conversion\_format = "3";*

*var google\_conversion\_color = "666666";*

*var google\_conversion\_label = "78M-CPat1AEQyvjd8wM";*

*var google\_conversion\_value = 0;*

*/\* ]]> \*/*

*</script>*

*<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">*

*</script>*

*<noscript>*

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

*<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=78M-CPat1AEQyvjd8wM&amp;guid=ON&amp;script=0"/>*

*</div>*

*</noscript>*

**Goal:** Remarketing to Users who make a Purchase

**Instructions:** Please place the following Remarketing code on the Purchase Confirmation page, just above the </Body> tag.

***<!-- Google Code for Purchased Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "666666";***

***var google\_conversion\_label = "H8tCCJ6C1wEQyvjd8wM";***

***var google\_conversion\_value = 0;***

***/\* ]]> \*/***

***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=H8tCCJ6C1wEQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

Baby & Toddler Costume Remarketing Tags

**Goal:** Remarketing to Users who visited the Baby & Toddler Costumes Page

**Instructions:** Please place the following Remarketing code on the Baby, Toddler Costumes Page. <http://www.partycity.com/category/halloween+costumes/baby+toddler+costumes.do>

***<!-- Google Code for Baby &amp; Toddler Costumes - Category Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "FJ7UCP6PlQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

***/\* ]]> \*/***

***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=FJ7UCP6PlQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Infant Baby Costumes Page

**Instructions:** Please place the following Remarketing code on the Infant Baby Costumes Page

<http://www.partycity.com/category/halloween+costumes/baby+toddler+costumes/infant+baby+costumes.do>

***<!-- Google Code for Infant Baby Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "ICPuCJ6blQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

***/\* ]]> \*/***

***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=ICPuCJ6blQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Toddler Girls Costumes Page

**Instructions:** Please place the following Remarketing code on the Toddler Girls Costumes Page

<http://www.partycity.com/category/halloween+costumes/baby+toddler+costumes/toddler+girls+costumes.do>

***<!-- Google Code for Toddler Girls Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "a461CJaclQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

***/\* ]]> \*/***

***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=a461CJaclQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Toddler Boys Costumes Page

**Instructions:** Please place the following Remarketing code on the Toddler Boys Costumes Page

<http://www.partycity.com/category/halloween+costumes/baby+toddler+costumes/toddler+boys+costumes.do>

***<!-- Google Code for Toddler Boys Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "\_j32CI6dlQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

***/\* ]]> \*/***

***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=\_j32CI6dlQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

Boys Costumes Remarketing Tags

**Goal:** Remarketing to Users who visited the Boys Costumes Page

**Instructions:** Please place the following Remarketing code on the Boys Costumes Page. <http://www.partycity.com/category/halloween+costumes/boys+costumes+accessories.do>

***<!-- Google Code for Boys Costumes - Category Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "wXepCPaQlQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

***/\* ]]> \*/***

***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=wXepCPaQlQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Boys Superhero Costumes Page

**Instructions:** Please place the following Remarketing code on the Boys Superhero Costumes Page

<http://www.partycity.com/category/halloween+costumes/boys+costumes+accessories/boys+superhero+costumes.do>

***<!-- Google Code for Boys Superhero Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "I\_Q7CIaelQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

***/\* ]]> \*/***

***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=I\_Q7CIaelQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Boys Ninja Costumes Page

**Instructions:** Please place the following Remarketing code on the Boys Ninja Costumes Page

<http://www.partycity.com/category/halloween+costumes/boys+costumes+accessories/boys+ninja+costumes.do>

***<!-- Google Code for Boys Ninja Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "15HGCP6elQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

***/\* ]]> \*/***

***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=15HGCP6elQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Boys Morphsuites Costumes Page

**Instructions:** Please place the following Remarketing code on the Boys Morphsuits Costumes Page

<http://www.partycity.com/category/halloween+costumes/boys+costumes+accessories/morphsuits.do>

***<!-- Google Code for Boys Morphsuit Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "-INsCPaflQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

***/\* ]]> \*/***

***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=-INsCPaflQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Boys Animal Costumes Page

**Instructions:** Please place the following Remarketing code on the Boys Animal Costumes Page

<http://www.partycity.com/category/halloween+costumes/boys+costumes+accessories/morphsuits.do>

***<!-- Google Code for Boys Animal Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "t\_buCO6glQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

***/\* ]]> \*/***

***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=t\_buCO6glQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Boys Funny Costumes Page

**Instructions:** Please place the following Remarketing code on the Boys Funny Costumes Page

<http://www.partycity.com/category/halloween+costumes/boys+costumes+accessories/boys+funny+costumes.do>

***<!-- Google Code for Boys Funny Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "tyZuCOahlQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

***/\* ]]> \*/***

***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=tyZuCOahlQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Boys Pirate Costumes Page

**Instructions:** Please place the following Remarketing code on the Boys Pirate Costumes Page

<http://www.partycity.com/category/halloween+costumes/boys+costumes+accessories/boys+pirate+costumes.do>

***<!-- Google Code for Boys Pirate Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "p0KVCN6ilQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

***/\* ]]> \*/***

***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=p0KVCN6ilQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Boys Star Wars Costumes Page

**Instructions:** Please place the following Remarketing code on the Boys Star Wars Costumes Page

<http://www.partycity.com/category/halloween+costumes/boys+costumes+accessories/boys+star+wars+costumes.do>

***<!-- Google Code for Boys Star Wars Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "gB2FCNajlQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

***/\* ]]> \*/***

***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=gB2FCNajlQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Boys Vampire Costumes Page

**Instructions:** Please place the following Remarketing code on the Boys Vampire Costumes Page

<http://www.partycity.com/category/halloween+costumes/boys+costumes+accessories/vampire+costumes.do>

***<!-- Google Code for Boys Vampire Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "scqhCM6klQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

***/\* ]]> \*/***

***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=scqhCM6klQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Boys Video Game Costumes Page

**Instructions:** Please place the following Remarketing code on the Boys Video Game Costumes Page

<http://www.partycity.com/category/halloween+costumes/boys+costumes+accessories/video+game+costumes.do>

***<!-- Google Code for Boys Video Game Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "Yh1oCMallQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

***/\* ]]> \*/***

***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=Yh1oCMallQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Boys Warrior & Knight Costumes Page

**Instructions:** Please place the following Remarketing code on the Boys Warrior & Knight Costumes Page

<http://www.partycity.com/category/halloween+costumes/boys+costumes+accessories/boys+warrior+knight+costumes.do>

***<!-- Google Code for Boys Warrior, Knight Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "2oFOCL6mlQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

***/\* ]]> \*/***

***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=2oFOCL6mlQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Boys Western Costumes Page

**Instructions:** Please place the following Remarketing code on the Boys Western Costumes Page

<http://www.partycity.com/category/halloween+costumes/boys+costumes+accessories/western+costumes.do>

***<!-- Google Code for Boys Western Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "67MTCLanlQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

***/\* ]]> \*/***

***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=67MTCLanlQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Boys TV, Movie Costumes Page

**Instructions:** Please place the following Remarketing code on the Boys TV, Movie Costumes Page

<http://www.partycity.com/category/halloween+costumes/boys+costumes+accessories/boys+tv+movie+cartoon+costumes.do>

***<!-- Google Code for Boys TV, Movie Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "vgb6CK6olQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

***/\* ]]> \*/***

***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=vgb6CK6olQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Boys Top Costumes Page

**Instructions:** Please place the following Remarketing code on the Boys Top Costumes Page

<http://www.partycity.com/category/halloween+costumes/boys+costumes+accessories/boys+top+costumes.do>

***<!-- Google Code for Boys Top Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

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***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "Ux4lCKaplQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

***/\* ]]> \*/***

***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=Ux4lCKaplQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

Girls Costumes Remarketing Tags

**Goal:** Remarketing to Users who visited the Girls Costumes Page

**Instructions:** Please place the following Remarketing code on the Girls Costumes Page. <http://www.partycity.com/category/halloween+costumes/girls+costumes+accessories.do>

***<!-- Google Code for Girls Costumes - Category Remarketing List -->***

***<script type="text/javascript">***

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***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "kAHWCO6RlQMQyvjd8wM";***

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***</script>***

***<noscript>***

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***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=kAHWCO6RlQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Girls Top Costumes Page

**Instructions:** Please place the following Remarketing code on the Boys Top Costumes Page

<http://www.partycity.com/category/halloween+costumes/girls+costumes+accessories/girls+top+costumes.do>

***<!-- Google Code for Girls Top Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "vGkFCJarlQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

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***</script>***

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***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Girls TV, Movie Costumes Page

**Instructions:** Please place the following Remarketing code on the Girls TV, Movie Costumes Page

<http://www.partycity.com/category/halloween+costumes/girls+costumes+accessories/girls+tv+movie+cartoon+costumes.do>

***<!-- Google Code for Girls TV, Movie Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

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***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

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***</script>***

***<noscript>***

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

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***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Girls Disney Princess Costumes Page

**Instructions:** Please place the following Remarketing code on the Girls Disney Princess Costumes Page

<http://www.partycity.com/category/halloween+costumes/girls+costumes+accessories/disney+princess+costumes.do>

***<!-- Google Code for Girls Disney Princess Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

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***var google\_conversion\_language = "en";***

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***var google\_conversion\_color = "ffffff";***

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***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

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***<noscript>***

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

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***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Girls Angel Costumes Page

**Instructions:** Please place the following Remarketing code on the Girls Angel Costumes Page

<http://www.partycity.com/category/halloween+costumes/girls+costumes+accessories/girls+angel+costumes.do>

***<!-- Google Code for Girls Angel Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "W\_etCP6tlQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

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***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

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***<noscript>***

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

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***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Girls Animal Costumes Page

**Instructions:** Please place the following Remarketing code on the Girls Animal Costumes Page

<http://www.partycity.com/category/halloween+costumes/girls+costumes+accessories/girls+animal+costumes.do>

***<!-- Google Code for Girls Animal Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "ai7uCPaulQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

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***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

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***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=ai7uCPaulQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Girls Bug Costumes Page

**Instructions:** Please place the following Remarketing code on the Girls Bug Costumes Page

<http://www.partycity.com/category/halloween+costumes/girls+costumes+accessories/girls+bug+costumes.do>

***<!-- Google Code for Girls Bug Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "ihX\_CO6vlQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

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***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

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***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=ihX\_CO6vlQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Girls Devil Costumes Page

**Instructions:** Please place the following Remarketing code on the Girls Devil Costumes Page

<http://www.partycity.com/category/halloween+costumes/girls+costumes+accessories/girls+devil+costumes.do>

***<!-- Google Code for Girls Devil Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "rkIXCOawlQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=rkIXCOawlQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Girls Fairy Costumes Page

**Instructions:** Please place the following Remarketing code on the Girls Fairy Costumes Page

<http://www.partycity.com/category/halloween+costumes/girls+costumes+accessories/girls+fairy+costumes.do>

***<!-- Google Code for Girls Fairy Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "z8iZCN6xlQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

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***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=z8iZCN6xlQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Girls Horror, Gothic Costumes Page

**Instructions:** Please place the following Remarketing code on the Girls Horror, Gothic Costumes Page

<http://www.partycity.com/category/halloween+costumes/girls+costumes+accessories/girls+horror+gothic+costumes.do>

***<!-- Google Code for Girls Horror, Gothic Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

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***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "SJRHCNaylQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

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***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=SJRHCNaylQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Girls Monster High Costumes Page

**Instructions:** Please place the following Remarketing code on the Girls Monster High Costumes Page

<http://www.partycity.com/category/halloween+costumes/girls+costumes+accessories/monster+high+costumes.do>

***<!-- Google Code for Girls Monster High Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "SazkCM6zlQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

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***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=SazkCM6zlQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Girls Pirate Costumes Page

**Instructions:** Please place the following Remarketing code on the Girls Pirate Costumes Page

<http://www.partycity.com/category/halloween+costumes/girls+costumes+accessories/girls+pirate+costumes.do>

***<!-- Google Code for Girls Pirate Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "fp1HCMa0lQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

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***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

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***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Girls Princess Costumes Page

**Instructions:** Please place the following Remarketing code on the Girls Princess Costumes Page

<http://www.partycity.com/category/halloween+costumes/girls+costumes+accessories/princess+fairy+costumes.do>

***<!-- Google Code for Girls Princess Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

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***var google\_conversion\_value = 0;***

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***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

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***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Girls Storybook Costumes Page

**Instructions:** Please place the following Remarketing code on the Girls Storybook Costumes Page

<http://www.partycity.com/category/halloween+costumes/girls+costumes+accessories/girls+princess+costumes.do>

***<!-- Google Code for Girls Storybook Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

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***</script>***

***<noscript>***

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***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Girls Superhero Costumes Page

**Instructions:** Please place the following Remarketing code on the Girls Superhero Costumes Page

<http://www.partycity.com/category/halloween+costumes/girls+costumes+accessories/girls+princess+costumes.do>

***<!-- Google Code for Girls Superhero Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "kbcGCK63lQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

***/\* ]]> \*/***

***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=kbcGCK63lQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Girls Vampire Costumes Page

**Instructions:** Please place the following Remarketing code on the Girls Vampire Costumes Page

<http://www.partycity.com/category/halloween+costumes/girls+costumes+accessories/vampire+costumes.do>

***<!-- Google Code for Girls Vampire Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "X0uWCKa4lQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

***/\* ]]> \*/***

***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=X0uWCKa4lQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Girls Witch Costumes Page

**Instructions:** Please place the following Remarketing code on the Girls Witch Costumes Page

<http://www.partycity.com/category/halloween+costumes/girls+costumes+accessories/girls+witch+costumes.do>

***<!-- Google Code for Girls Witch Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "G4rJCJ65lQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

***/\* ]]> \*/***

***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=G4rJCJ65lQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Girls Western Costumes Page

**Instructions:** Please place the following Remarketing code on the Girls Western Costumes Page

<http://www.partycity.com/category/halloween+costumes/girls+costumes+accessories/western+costumes.do>

***<!-- Google Code for Girls Western Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "KJqdCJa6lQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

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***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=KJqdCJa6lQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Girls Light Up Costumes Page

**Instructions:** Please place the following Remarketing code on the Girls Light Up Costumes Page

<http://www.partycity.com/category/halloween+costumes/girls+costumes+accessories/light+up+costumes.do>

***<!-- Google Code for Girls Light Up Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "fU3fCI67lQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

***/\* ]]> \*/***

***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=fU3fCI67lQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

Teen Costumes Remarketing Tags

**Goal:** Remarketing to Users who visited the Teen Costumes Page

**Instructions:** Please place the following Remarketing code on the Teen Costumes Page. <http://www.partycity.com/category/halloween+costumes/teen+costumes.do>

***<!-- Google Code for Teen Costumes - Category Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "jlCzCOaSlQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

***/\* ]]> \*/***

***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=jlCzCOaSlQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Teen Girls Costumes Page

**Instructions:** Please place the following Remarketing code on the Teen Girls Costumes Page. <http://www.partycity.com/category/halloween+costumes/teen+costumes/teen+girls+costumes.do>

***<!-- Google Code for Teen Girls Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "4jlbCIa8lQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

***/\* ]]> \*/***

***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=4jlbCIa8lQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Teen Boys Costumes Page

**Instructions:** Please place the following Remarketing code on the Teen Boys Costumes Page. <http://www.partycity.com/category/halloween+costumes/teen+costumes/teen+boys+costumes.do>

***<!-- Google Code for Teen Boys Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "0QSxCP68lQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

***/\* ]]> \*/***

***</script>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=0QSxCP68lQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

Women’s Costumes Remarketing Tags

**Goal:** Remarketing to Users who visited the Womens Costumes Page

**Instructions:** Please place the following Remarketing code on the Womens Costumes Page. <http://www.partycity.com/category/halloween+costumes/womens+costumes+accessories.do>

***<!-- Google Code for Womens Costumes - Category Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

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***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "JhUlCN6TlQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

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***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

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***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=JhUlCN6TlQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Womens Top Costumes Page

**Instructions:** Please place the following Remarketing code on the Womens Top Costumes Page. <http://www.partycity.com/category/halloween+costumes/womens+costumes+accessories/womens+top+costumes.do>

***<!-- Google Code for Womens Top Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "XPogCPa9lQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

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***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

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***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=XPogCPa9lQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Womens TV, Movie Costumes Page

**Instructions:** Please place the following Remarketing code on the Womens TV, Movie Costumes Page. <http://www.partycity.com/category/halloween+costumes/womens+costumes+accessories/womens+tv+movie+costumes.do>

***<!-- Google Code for Womens TV, Movie Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

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***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "hiZaCO6-lQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

***/\* ]]> \*/***

***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=hiZaCO6-lQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Womens 20’s Costumes Page

**Instructions:** Please place the following Remarketing code on the Womens 20’s Costumes Page. <http://www.partycity.com/category/halloween+costumes/womens+costumes+accessories/womens+20s+gangster+flapper+costumes.do>

***<!-- Google Code for Womens 20&#39;s Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "qOF6COa\_lQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

***/\* ]]> \*/***

***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

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***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=qOF6COa\_lQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Womens 50’s Costumes Page

**Instructions:** Please place the following Remarketing code on the Womens 50’s Costumes Page. <http://www.partycity.com/category/halloween+costumes/womens+costumes+accessories/womens+50s+costumes.do>

***<!-- Google Code for Womens 50&#39;s Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "Ifh2CN7AlQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

***/\* ]]> \*/***

***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=Ifh2CN7AlQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Womens 60’s Costumes Page

**Instructions:** Please place the following Remarketing code on the Womens 60’s Costumes Page. <http://www.partycity.com/category/halloween+costumes/womens+costumes+accessories/womens+60s+hippie+costumes.do>

***<!-- Google Code for Womens 60&#39;s Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

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***var google\_conversion\_value = 0;***

***/\* ]]> \*/***

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***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Womens 70’s Costumes Page

**Instructions:** Please place the following Remarketing code on the Womens 70’s Costumes Page. <http://www.partycity.com/category/halloween+costumes/womens+costumes+accessories/womens+70s+disco+costumes.do>

***<!-- Google Code for Womens 70&#39;s Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

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***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "ZZXrCM7ClQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

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***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=ZZXrCM7ClQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Womens 80’s Costumes Page

**Instructions:** Please place the following Remarketing code on the Womens 80’s Costumes Page. <http://www.partycity.com/category/halloween+costumes/womens+costumes+accessories/womens+80s+costumes.do>

***<!-- Google Code for Womens 80&#39;s Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "Xcn8CMbDlQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

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***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=Xcn8CMbDlQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Womens Western Costumes Page

**Instructions:** Please place the following Remarketing code on the Womens Western Costumes Page. <http://www.partycity.com/category/halloween+costumes/womens+costumes+accessories/western+costumes.do>

***<!-- Google Code for Womens Western Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

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***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=8e1WCL7ElQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Womens Angel Costumes Page

**Instructions:** Please place the following Remarketing code on the Womens Angel Costumes Page. <http://www.partycity.com/category/halloween+costumes/womens+costumes+accessories/womens+angel+costumes.do>

***<!-- Google Code for Womens Angel Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "4REjCLbFlQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

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***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=4REjCLbFlQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Womens Sports Costumes Page

**Instructions:** Please place the following Remarketing code on the Womens Sports Costumes Page. <http://www.partycity.com/category/halloween+costumes/womens+costumes+accessories/womens+athlete+sports+costumes.do>

***<!-- Google Code for Womens Athlete, Sports Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

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***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "I4vhCK7GlQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

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***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=I4vhCK7GlQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Womens Animal Costumes Page

**Instructions:** Please place the following Remarketing code on the Womens Animal Costumes Page. <http://www.partycity.com/category/halloween+costumes/womens+costumes+accessories/womens+bug+animal+costumes.do>

***<!-- Google Code for Womens Bug, Animal Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "U7GvCKbHlQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

***/\* ]]> \*/***

***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=U7GvCKbHlQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Womens Burlesque Costumes Page

**Instructions:** Please place the following Remarketing code on the Womens Burlesque Costumes Page. <http://www.partycity.com/category/halloween+costumes/womens+costumes+accessories/burlesque+costumes.do>

***<!-- Google Code for Womens Burlesque Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "mQfkCJ7IlQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

***/\* ]]> \*/***

***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=mQfkCJ7IlQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Womens Devil Costumes Page

**Instructions:** Please place the following Remarketing code on the Womens Devil Costumes Page. <http://www.partycity.com/category/halloween+costumes/womens+costumes+accessories/womens+devil+costumes.do>

***<!-- Google Code for Womens Devil Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "Pz86CJbJlQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

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***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=Pz86CJbJlQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Womens Disney Costumes Page

**Instructions:** Please place the following Remarketing code on the Womens Disney Costumes Page. <http://www.partycity.com/category/halloween+costumes/womens+costumes+accessories/disney+costumes.do>

***<!-- Google Code for Womens Disney Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "\_18VCI7KlQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

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***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=\_18VCI7KlQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Womens Disney Fairy Page

**Instructions:** Please place the following Remarketing code on the Womens Fairy Costumes Page. <http://www.partycity.com/category/halloween+costumes/womens+costumes+accessories/womens+fairy+costumes.do>

***<!-- Google Code for Womens Fairy Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "ix0lCIbLlQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

***/\* ]]> \*/***

***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=ix0lCIbLlQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

**Goal:** Remarketing to Users who visited the Womens Fairy Costumes Page

**Instructions:** Please place the following Remarketing code on the Womens Fairy Costumes Page. <http://www.partycity.com/category/halloween+costumes/womens+costumes+accessories/womens+fairy+costumes.do>

***<!-- Google Code for Womens Fairy Costumes - Theme Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "ix0lCIbLlQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

***/\* ]]> \*/***

***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=ix0lCIbLlQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

Sexy Costumes Remarketing Tags

**Goal:** Remarketing to Users who visited the Sexy Costumes Page

**Instructions:** Please place the following Remarketing code on the Sexy Costumes Page. <http://www.partycity.com/category/halloween+costumes/womens+sexy+costumes.do>

***<!-- Google Code for Sexy Costumes - Category Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "17jmCNaUlQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

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***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=17jmCNaUlQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

Men’s Costumes Remarketing Tags

**Goal:** Remarketing to Users who visited the Mens Costumes Page

**Instructions:** Please place the following Remarketing code on the Mens Costumes Page. <http://www.partycity.com/category/halloween+costumes/mens+costumes+accessories.do>

***<!-- Google Code for Mens Costumes - Category Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "EbzACM6VlQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

***/\* ]]> \*/***

***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=EbzACM6VlQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

Plus Size Costumes Remarketing Tags

**Goal:** Remarketing to Users who visited the Plus Size Costumes Page

**Instructions:** Please place the following Remarketing code on the Plus Size Costumes Page. <http://www.partycity.com/category/halloween+costumes/plus+size+costumes.do>

***<!-- Google Code for Plus Size Costumes - Category Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "yrUHCMaWlQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

***/\* ]]> \*/***

***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=yrUHCMaWlQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

Couples & Groups Costume Remarketing Tags

**Goal:** Remarketing to Users who visited the Couples & Groups Costumes Page

**Instructions:** Please place the following Remarketing code on the Couples & Groups Costumes Page. <http://www.partycity.com/category/halloween+costumes/couples+group+costumes.do>

***<!-- Google Code for Couples &amp; Group Costumes - Category Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "VopVCL6XlQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

***/\* ]]> \*/***

***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=VopVCL6XlQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

Dog Costume Remarketing Tags

**Goal:** Remarketing to Users who visited the Dog Costumes Page

**Instructions:** Please place the following Remarketing code on the Dog Costumes Page.

[htt <http://www.partycity.com/category/halloween+costumes/dog+costumes.do>](http://www.partycity.com/category/halloween+costumes/couples+group+costumes.do)

***<!-- Google Code for Dog Costumes - Category Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "lwLmCLaYlQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

***/\* ]]> \*/***

***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=lwLmCLaYlQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

Costumes Accessories Remarketing Tags

**Goal:** Remarketing to Users who visited the Costumes Accessories Page

**Instructions:** Please place the following Remarketing code on the Costumes Accessories Page

<http://www.partycity.com/category/halloween+costumes/costume+accessories.do>

***<!-- Google Code for Costume Accessories - Category Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "vgAdCK6ZlQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

***/\* ]]> \*/***

***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=vgAdCK6ZlQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***

Sale Costumes Remarketing Tags

**Goal:** Remarketing to Users who visited the Sale Costumes Page

**Instructions:** Please place the following Remarketing code on the Sale Costumes Page

<http://www.partycity.com/category/halloween+costumes/sale+halloween+costumes.do>

***<!-- Google Code for Sale Costumes - Category Remarketing List -->***

***<script type="text/javascript">***

***/\* <![CDATA[ \*/***

***var google\_conversion\_id = 1048017994;***

***var google\_conversion\_language = "en";***

***var google\_conversion\_format = "3";***

***var google\_conversion\_color = "ffffff";***

***var google\_conversion\_label = "f5GVCKaalQMQyvjd8wM";***

***var google\_conversion\_value = 0;***

***/\* ]]> \*/***

***</script>***

***<script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">***

***</script>***

***<noscript>***

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

***<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/1048017994/?value=0&amp;label=f5GVCKaalQMQyvjd8wM&amp;guid=ON&amp;script=0"/>***

***</div>***

***</noscript>***