Remarketing Tags

1. Add All Site Visitors Tag (place on all pages)
   1. Provide a list of people who have an interest.
2. Category-Specific Tags:
   1. Segmented Remarketing for categories to deliver remarketing ads targeted to users who visited category pages. We should place remarketing tags on the following category pages:
      1. Women’s Health
      2. Men’s Health
      3. Children’s Health
      4. Bone Support
      5. Heart Health
      6. Pain & Inflammation
      7. Immune Support
      8. Protein & Weight
3. Product-Specific Tags:
   1. Segmented Remarketing for top-selling products to deliver remarketing ads targeted to users who visited the product page, for example:
      1. Women’s One Multivitamin
      2. Energy B-Complex
      3. Certified Organics Plant-Source Iron
      4. ThinBerry Satiety
4. Abandon Shopping Cart Tag:
   1. Remarket to users who placed products in shopping cart but left the site before making a purchase.
5. Visit but No Purchase Tag:
   1. Target users who visited the site but left without making a purchase.
6. Purchaser Tag:
   1. Target users who recently made a purchase.
   2. Use only in combination with category or product-specific tag to advertise similar products they might be interested or to upsell.
   3. (see Combo Remarketing below).
7. Canceled Membership:
   1. Target users who canceled their membership with enticing offers.
8. Promotion Page:
   1. Target users who viewed promotion page (if one exists?)
9. Loyal Customers Tag:
   1. Retarget to loyal customers/members.
10. New Members Tag:
    1. Retarget to users who recently signed up for a membership.
11. Purchased – Time Interval Tags:
    1. Retarget to users who purchased a product with limited life span. For example, retarget users who purchased Certified Organics Plant-Source Iron (50 Capsules) 35-60 days after their purchase.
       1. Potential to provide discount messaging for customers who place large orders in advance.

Custom-Combo Tags

1. Category Specific + Abandon Shopping Cart
   1. Retarget to users who visited a category page, placed an item from that category in shopping cart and abandoned without making purchase.
   2. Potentially provide discount/free shipping offer to make purchase more enticing.
2. Product Specific + Abandon Shopping Cart
   1. Retarget to users who visited product page, placed product in shopping cart and abandoned without making purchase.
   2. Potentially provide discount/free shipping offer to make purchase more enticing.
3. All Pages + Abandon Shopping Cart
   1. Retarget to users who visited pages on the site, placed item in shopping cart and abandoned without making purchase.
   2. This isn’t as targeted as the category/product + abandoned cart combo’s but will capture users outside of these areas.
   3. Exclude category & product-specific visitors.
4. Category + Purchase:
   1. Retarget to users who purchased a product in one of the categories with similar products or upsell with bulk purchases.
   2. Potential for discount messaging to entice users to purchase.
5. Product + Purchase:
   1. Retarget to users who purchased a product with similar products or upsell with bulk purchases.
   2. Potential for discount messaging to entice users to purchase.
6. Category + Demo-Targeting:
   1. Retarget Category-specific tagged users in combination with gender targeting.
      1. For example, target users who visited the Women’s Health pages and women between the ages of 25-100 (or whichever age range is appropriate).
7. Category/Product + Interest Targeting:
   1. Retarget Product and/or Category-specific tagged users in combination with interest targeting:
      1. Target users who visited Prenatal One page in combination with users who are in the “Parenting” Interest Category.
         1. Interest categories are based on historical user search behavior.