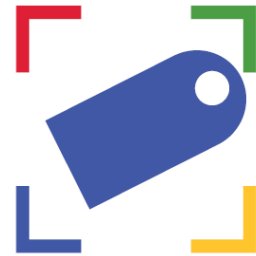


New Remarketing Tag

The new Remarketing Tag in AdWords is a smarter, more powerful way to tag your site for creating remarketing lists. Its intelligent pixel technology lets you put advanced remarketing strategies to work with one-time tagging and maximum ease.



Remarketing on the GDN is a no-brainer for travel advertisers.

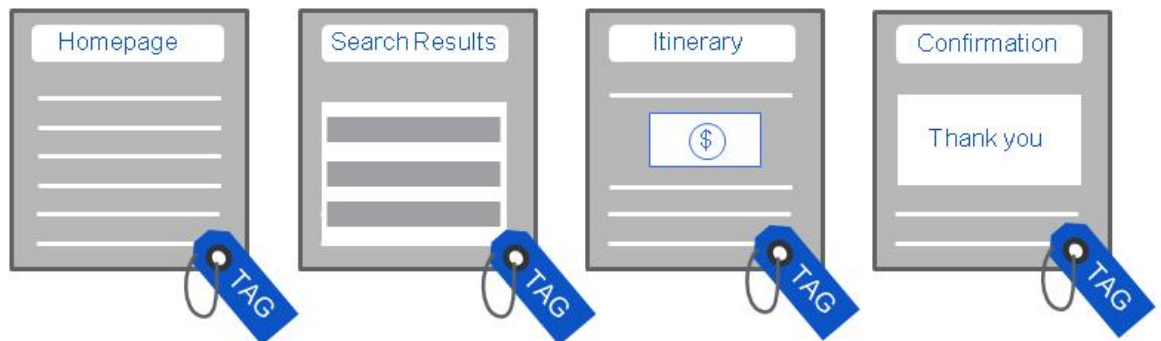
Use remarketing to reengage website visitors with relevant messaging as they browse other sites in the Google Display Network.

- **Performance:** Remarketing achieves the lowest CPA of any targeting type on the GDN
- **Reach:** the GDN can reach 84% of the typical remarketing audience within one month
- **Frequency:** the GDN can reach those users between 10-18 days or more of the month



Easy tag implementation.

The new Remarketing Tag allows you to tag your entire site once. Use it to understand which pages a user has visited and what a user has searched for on your site.





Define custom audience segments directly in AdWords.

The new Remarketing Tag makes it easy to define custom segments directly in AdWords.

URL ▾

contains ▾

electronics

[See more options](#)
[View examples](#)

Tailor bids, creatives and landing pages based on:

- Specific pages a user has visited
- Searches a user has performed (e.g. origin, destination, dates, etc)
- Total itinerary amount
- Whether a user is logged-into your loyalty program



Hone in on high-value audiences.

Use information passed from the new Remarketing Tag to identify and target strategic, high-value customers.

