CHECKLIST

OMNITAIL
THE PROFIT-DRIVEN
ONLINE MARKETING AGENCY

SET-UP REMARKETING FOR GOOGLE ADS

Install Tags
Add tracking tags to your site.

- ☐ Install tag on every page of your site OR use Google Tag Manager
- ☐ Assign values to interactions using the total value_parameter
- ☐ Troubleshoot tag errors

Set-Up Audiences
Choose which type of audience to use. (Pick one.)

- ☐ Web-based audiences
- ☐ Google Analytics audiences
- ☐ Similar audiences

Segment Audiences
Use Google Audience manager to create segments for...

- ☐ All site visitors
- ☐ Category visitors
- ☐ Cart abandoners
- ☐ Past converters
- ☐ Segment by date

Choose Ad Style
Choose which ad style to use. Static or Dynamic (Pick one.)

- ☐ Static Ads
- ☐ Design ads for all banner sizes
- ☐ Dynamic Ads
- ☐ Double-check tag installation
- ☐ Upload images

Check Performance
Monitor and optimize your remarketing performance.

- ☐ Congratulations! You've set up your remarketing campaigns. If you still need help, reach out to speak to an Omnitail analyst at sales@omnitail.net.