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.

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**Key Features**

- **Easier to set-up and manage** with one time tagging and list creation at will
- **Tailored Creatives and Bids** to people who visit different sections of your site and take different actions with more advanced, granular and easy controls than before
- **Dynamic Creatives** that show the product the consumer was browsing – as well as similar products – driving strong response rates [beta]

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**Easily create sophisticated audience segmentation**

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

The new Remarketing Tag makes it easy to reach these specific, custom audiences with tailored ads – based on items they were browsing or pages they visited on your site.

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_streamline site tagging and optimize remarketing strategies._
Enable Dynamic Remarketing, delivering ads that are tailored to specific audiences

What makes Google’s new Remarketing Tag special

Easy
• Intelligent pixel technology that allows you to tag your entire site once and create custom, flexible remarketing lists
• Create lists at will, with ease; experiment with list definitions rapidly

Flexible
• Define lists based on “URL contains electronics,” for example, to easily segment consumers based on where they browse

Powerful
• Rapidly experiment with lots of list definitions to slice your site visitors in many ways
• Tailor your creative message and bid to each remarketing list, increasing performance and ROI

Results
• Clients who have switched to this new tag have seen a significant average growth in conversions, because they can add more lists easily, allowing them to better tailor their creatives and bids and to reach users from all areas of their site

For more information, contact your Google sales representative or visit www.google.com/displaynetwork.