

Google Remarketing



OPAL INFOTECH

www.webmasterindia.com



Our Problem

- ▶ We do not know who visits our website
- ▶ We wish to follow up with the potential customers who have visited website



Google Solution

- ▶ Google offers the services called Google Remarketing where visitor (Who has Visited Your Website) will see your company AD in the form of Banner or Text



Where Company AD will be seen?

- ▶ It will show across **2 million display network sites** that covers 90% of Internet users worldwide.



What is Google Display Network ?

- ▶ Google AdSense publisher sites
- ▶ Double click AD exchange publisher site
- ▶ Google sites like Gmail, blogger, YouTube, finance



How does it Look?

- ▶ 8 different banners and Text AD

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How does it Appear?

Remarketing Banners

The screenshot shows the BSE India website. A red arrow points to a banner for Muscleguru, which is the "BIGGEST ONLINE SUPPLEMENTS STORE". The banner features the text "ALL BRANDS LOWEST PRICE! CSD AVAILABLE" and shows various supplement bottles. Below the banner is a table of market data for S&P BSE SENSEX, including columns for Index, Current, % Change, and % Change.

The screenshot shows the Forbes website. A red arrow points to a banner for BMV FRAGRANCES PRIVATE LIMITED, advertising "100% pure essential oils" and "Worldwide wholesale export". Another red arrow points to an Apollo banner, which is an advertisement for "MANUFACTURERS OF SUPERIOR QUALITY CONCRETE CONSTRUCTION EQUIPMENT". A third red arrow points to a banner for "Jailed Chinese Billionaire To Open Retail Chain For Gold Products".

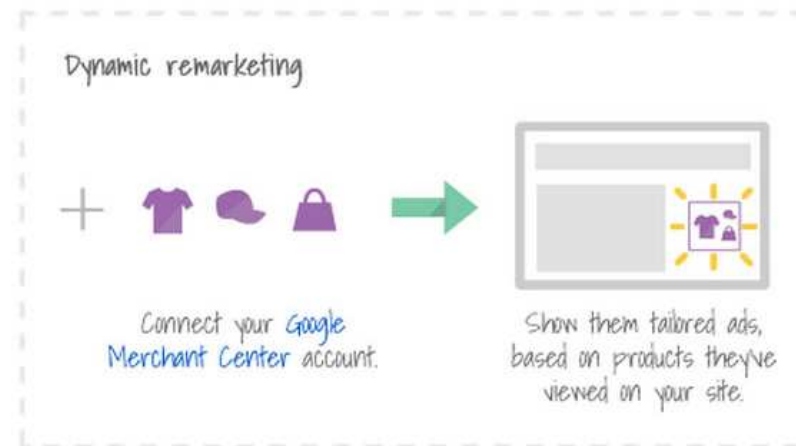
The screenshot shows the NDTV website. A red arrow points to a banner for "Call: 80022 9010 Books & More On Rent, Home Delivery". Another red arrow points to a banner for "BHAVYA Machine Tools", advertising "Leaders in Workshop Machinery". A third red arrow points to a banner for "Web Hosting from \$4.90/month" and "Domain Names from \$9.95/year".

The screenshot shows the moneycontrol.com website. A red arrow points to a banner for "REALASSETS". Another red arrow points to a banner for "Property Search". A third red arrow points to a banner for "BHAVYA Machine Tools". A fourth red arrow points to a banner for "Web Hosting from \$4.90/month" and "Domain Names from \$9.95/year".



Types of Remarekting

- ▶ Remarketing for Display Network
- ▶ Remarketing Lists for Search AD's
- ▶ Dynamic Remarketing (only for ecommerce websites)

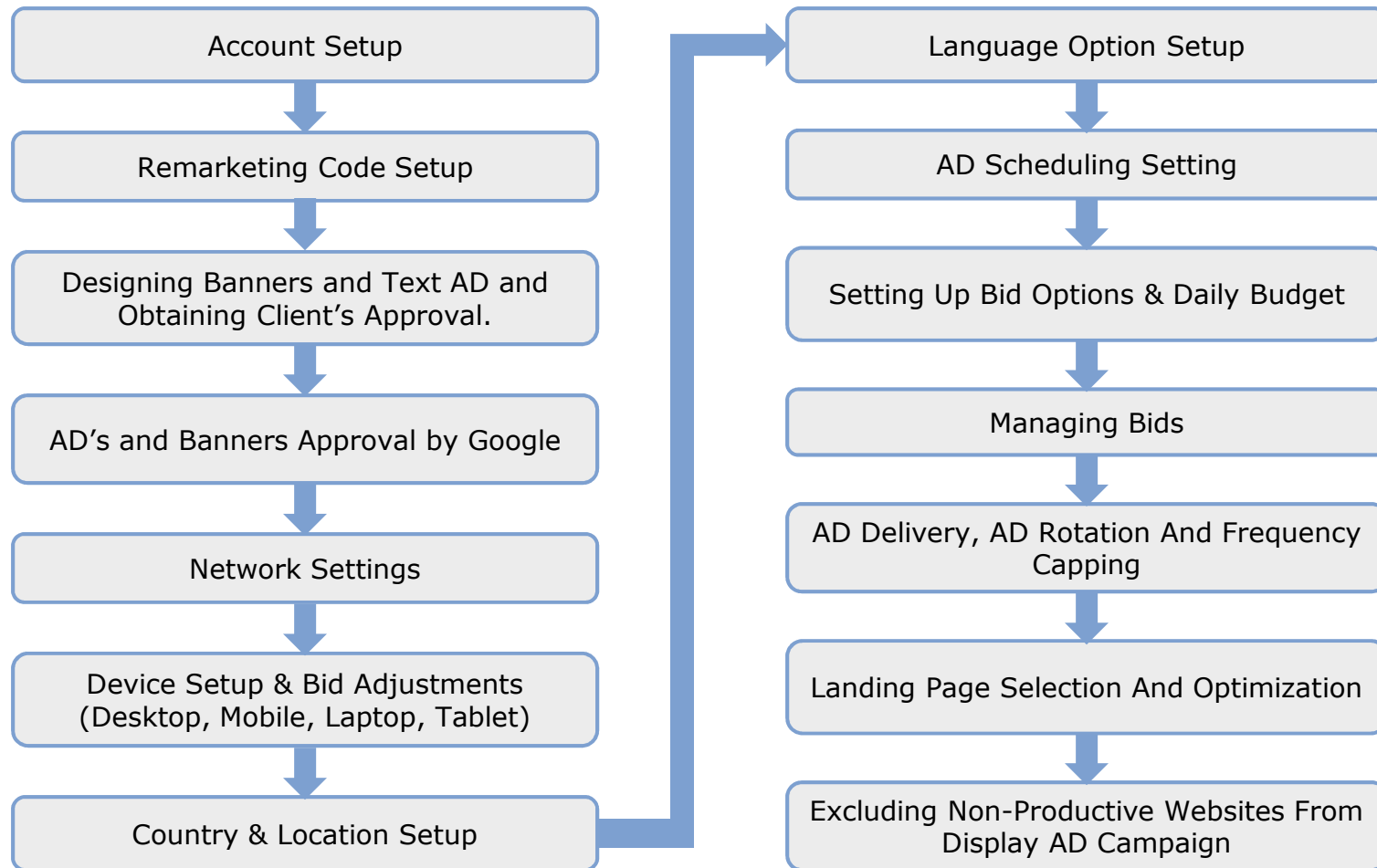


Advantage of Remarketing

- ▶ Reach the customers when they are most likely to take decision
- ▶ Customized audience means AD's will be shown only to those who take certain action on website
- ▶ Reach large number of prospects multiple times in a day, week or month at Negligible Cost.
- ▶ Creating solid branding
- ▶ Increase conversions with automated strategic follow-ups

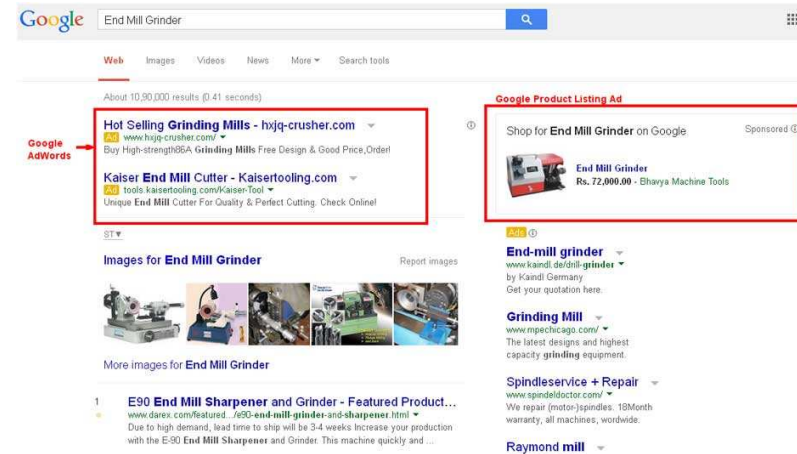


Action Plan



We Also Offer

- ▶ Google AdWords
- ▶ Google Product Listing ADs
- ▶ SEO
- ▶ Social Media Marketing
- ▶ Mobile Website Design
- ▶ Ecommerce Web Solution
- ▶ Website Development





OPAL INFOTECH

- ▶ Web Solutions Since 1999
- ▶ An ISO 27001:2005 and ISO 9001:2008 company
- ▶ Google Certified Partner
- ▶ Presence in 45+ Countries with more than 950 clients



Thank You

