

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



How does it Appear?

Remarketing Banners

The screenshot shows the BSE India website. A red arrow points to a banner for Muscleguru, which is a supplement store. The banner features the text "BIGGEST ONLINE SUPPLEMENTS STORE" and "ALL BRANDS LOWEST PRICE! CASH AVAILABLE". Below the banner, there is a table of S&P BSE SENSEX data and a section for "ADMISSIONS OPEN" for a postgraduate program in Global Financial Markets.

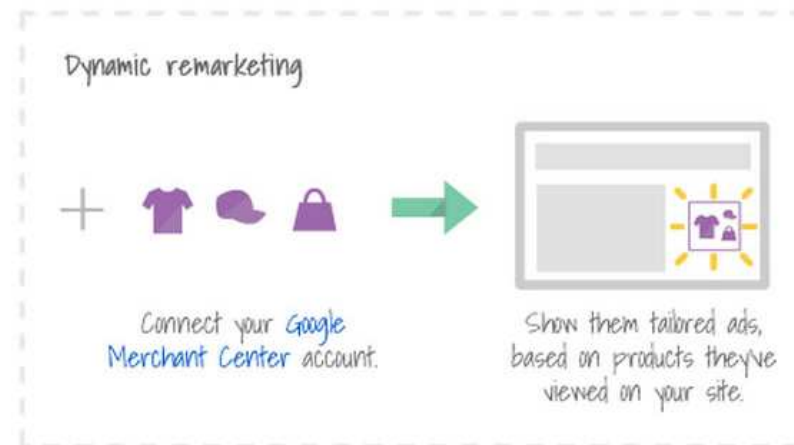
The screenshot shows the Forbes India website. A red arrow points to a banner for BMV FRAGRANCES PRIVATE LIMITED, which is a 100% pure essential oils and worldwide wholesale export. Another red arrow points to a banner for Apollo LEPL, which is a manufacturer of superior quality concrete construction equipment. A third red arrow points to a banner for Apollo LEPL, which is a manufacturer of superior quality concrete construction equipment. Below the banners, there is a section for "Real Time" news, including a story about a jailed Chinese billionaire opening a retail chain for gold products.

The screenshot shows the NDTV website. A red arrow points to a banner for BHAVYA MACHINE TOOLS, which is a leader in workshop machinery. Another red arrow points to a banner for BHAVYA MACHINE TOOLS, which is a leader in workshop machinery. Below the banners, there is a section for "LATEST STORIES" and "FEATURED STORIES".

The screenshot shows the moneycontrol.com website. A red arrow points to a banner for BHAVYA MACHINE TOOLS, which is a leader in workshop machinery. Another red arrow points to a banner for BHAVYA MACHINE TOOLS, which is a leader in workshop machinery. Below the banners, there is a section for "Property Search" and "Property Alerts".

Types of Remarketing

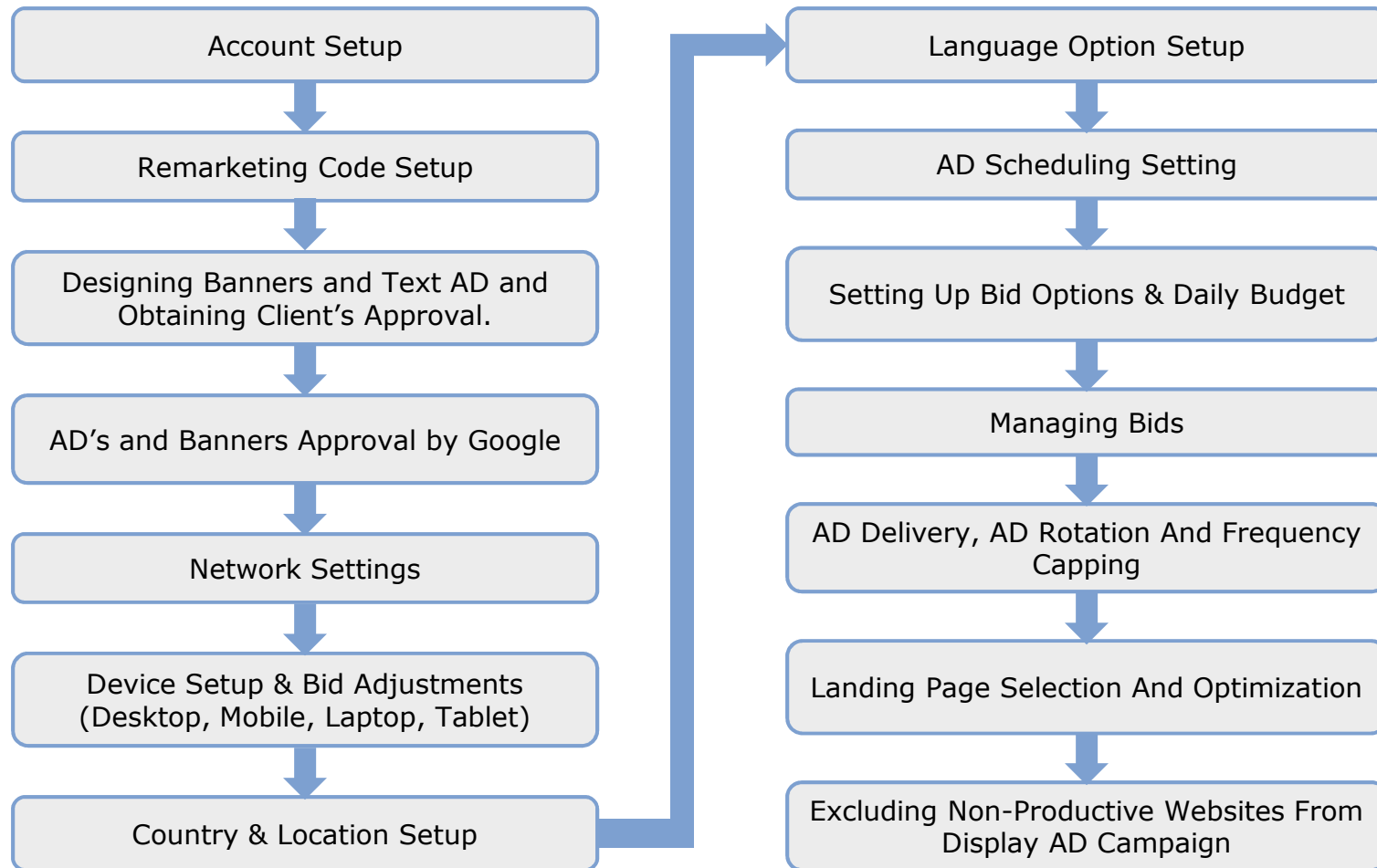
- ▶ Remarketing for Display Network
- ▶ Remarketing Lists for Search AD's
- ▶ Dynamic Remarketing (only for ecommerce websites)



Advantage of Remarketing

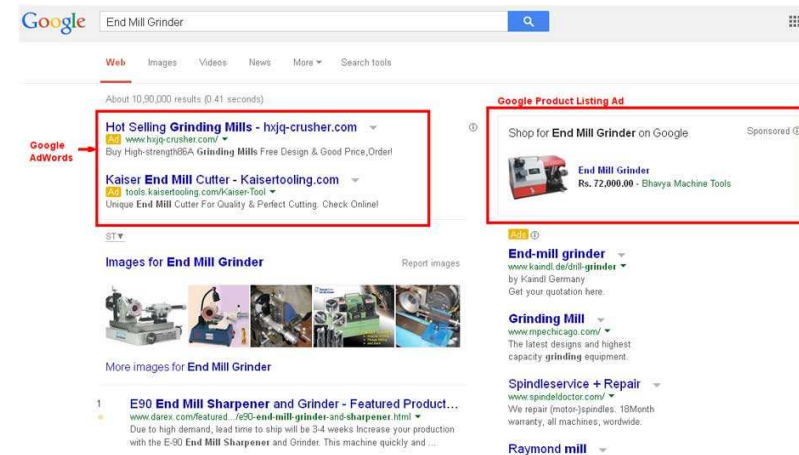
- ▶ Reach the customers when they are most likely to take decision
- ▶ Customized audience means AD's will be shown only to those who take certain action on website
- ▶ Reach large number of prospects multiple times in a day, week or month at Negligible Cost.
- ▶ Creating solid branding
- ▶ Increase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

