

LEVERAGE THE POWER OF AUDIENCE INTENT

Maximize Your Return from Audiences this Holiday Season with 3 Hyper-Targeting Strategies

Category: Paid Search

OPPORTUNITY

Find In-Market Audiences Similar to Past Buyers

- Attract more new-to-file customers who are close to completing purchases.
- In-Market audiences are one of the most secure ways of using anonymized search engine data.

Target Non-Brand Searches by Users Shopping for Deals

- Targeting non-brand searches with better purchase intent should improve CPC and CPA.

Implement Seasonal Audiences

- They are powered by Google AI and take multiple signals into account to ensure you reach shoppers who matter most.

NEXT STEPS

- Use Audience Insights Report for Past Buyers/All Converters and Cart. Abandoners to shortlist In-Market mapping with these bottom-of-funnel remarketing audiences.
- Layer In-Market audiences across all campaigns and begin with 0% bid modifier.
- For non-brand searches, stick to exact and BMM matches while layering them with audiences using the 'Targeting' approach.
- Determine initial bid modifiers based on funnel stage of different audiences: Past Buyers > Cart Abandoners > All Visitors.
- Ask your Google team to enable seasonal audiences in your account.
- Target seasonal audiences around Black Friday and holiday shoppers with a 0% bid modifier.
- Push or scale back as results come in.