



The Science of Remarketing

Reconnect with potential customers





Table of contents

Reconnect and re-engage	3
Our test for success	5
Run your own experiments	7
Better customer relationships	9



Reconnect and re-engage

What is Remarketing in paid search?

It's how you re-engage with audiences that have previously visited your website. Remarketing increases your chances of conversion.

If the true scarce commodity is human attention, our marketing efforts need to resemble one-on-one conversations. Remarketing helps you do that. Learn more [here](#).



How does Remarketing work?

In order to enable Remarketing on Bing Network, you must first deploy Universal Event Tracking (UET). Learn more about UET [here](#).

Tracking visitors to your site – what they do, where they linger, when they abandon – is at the heart of Remarketing. This information tells you how to engage with them later.

Remarketing ads appear in all the same places your paid search ads appear, they're just targeted to your Remarketing list.

Place Universal Event Tracking (UET) tags across.	Define and create Remarketing Lists.	Engage with these audiences.

Why should I try Remarketing in paid search?

Visitors to your site are already interested in you. Remarketing in paid search reminds them of that interest and encourages action.

-  **Brand familiarity**
Searchers who visited your site and are familiar with your brand/products are more likely to convert.
-  **Shoppers who leave**
96% of first time visitors leave websites without converting. 70% of shoppers add products to the cart but abandon.
-  **Second chance**
Remarketing in paid search gives you a second chance to convert or engage with customers.

Learn more about our Remarketing in paid search policies [here](#).

Our test for success



The Bing Ads Network Management team is tasked with analyzing the health of the Bing Ads marketplace to grow the business and provide the best experience for advertisers.

To this end, the team executed several tests against Remarketing to see how it stands up under scrutiny. Does Remarketing actually help advertisers? If so, in what ways specifically?

Our experiment **by the numbers**

2,300,000+
Remarketing
Impressions

From 50,000+ Distinct
Search Queries (DSQs)

18
Verticals

From Autos
to Travel

470+
Advertisers

Big, Small,
and Everywhere
In Between

Our experiment **results**

+3%
Average
dwell time

Remarketed users
spend more time
on landing pages

+4%
Overall
clicks

Remarketing gives
you more clicks from
high-value users

+5%
Conversion
rate

Remarketed
users more likely
to convert

Our experiment **callouts**

Top Travel
Advertiser

+14% Clicks
-19% Quickback Rate

Top
Sporting
Goods
Advertiser

+26% Clicks
+12% Dwell Time

Top Home
& Garden
Advertiser

+30% Clicks
+15% CVR

Run your own experiments



How to get started with your own Remarketing tests

- 1. Configure one new Remarketing List**
Make sure it hits the 1000-user minimum first
- 2. Set up two test Ad Groups with the same keywords but different bid boosts**
These will be your Treatment and Control (Try 0%/50%)
- 3. Use Day of Week Targeting to disable/enable Ad Groups every other day**
This will let you control for day-of-week seasonality
- 4. Run experiment for 4+ weeks and use T-test to evaluate statistical significance**
Learn more about a T-test [here](#)

Keep testing

Repeat with different bid boosts

Try 25% vs. 100%

Find the best bid boost for your Ad Groups

Test different membership durations

Compare 1 week vs. 30 days

Here, use 2 Ad Groups with the same bid boost

Find your ideal Remarketing combination

Every advertiser is different, and every user is different

Start testing today!



Better customer relationships

Remarketing is like asking someone out on a date. The other person might show some interest – then, it’s all about making yourself as attractive as possible, choosing your words carefully and showing up at the right time.

// You don't even have to think about it as persuasion. It's more about reminding people of the stuff they've already expressed interest in. //

- Ben Carson,
Global SEM Manager at the Microsoft Store

Recently Carson put Remarketing to work for Microsoft Store through PointIt, the agency that manages paid search for Microsoft Store:

// Our Bing Ads Remarketing campaigns are more efficient than what we're using in Google, and the orders that come through have a higher average order value. At this point, [Remarketing] is a necessity whenever you're setting up your campaigns because if not you are leaving a lot of money on the table. //

- Natalie Barreda,
PointIt

Results

With Bing Ads Remarketing Microsoft Store typically sees:



5-10%

Higher order value



50%

Higher ROAS compared to AdWords



50%

Lower CPC compared to AdWords



20%

Higher average ROAS



The Art of Advertiser Science series from Bing Ads brings you **deep insights, creative methodologies, and powerful tools** that you can put to use right away.

So join us on a journey filled with insightful data, complex concepts, tough questions and new discoveries that **empower you and your business to grow.**

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