

Remarketing

Information Pack

adhesionTM
online marketing specialists



WHAT IS REMARKETING?

Remarketing allows you to advertise to those customers whom have previously visited your website. It's a very cost-effective means of increasing your conversion rates and improving the returns from your online marketing and advertising efforts. Remarketing can be performed with Google AdWords and/or with Facebook Advertising.

Where do remarketing ads appear?

Google remarketing displays your ads on the Google Display Network. This includes any website that accepts Google advertising. Google ads can be in text and/or display formats. Your remarketing ads can be targeted to websites that are relevant to your customers' interests, as well as any extra specific websites you wish to include.

Facebook remarketing displays your ads to previous website visitors when they are on Facebook. Facebook ads can be set to appear in the Righthand Column and in people's News Feeds on any device such as mobiles.

Who should use remarketing?

- Businesses with medium to long sale cycles,
- High value products or services,
- Lots of competitors,
- Or a need to increase brand awareness.

“They really know what they are doing and get great results. I would definitely recommend them.”

Stephanie Bygrave, Little Additions

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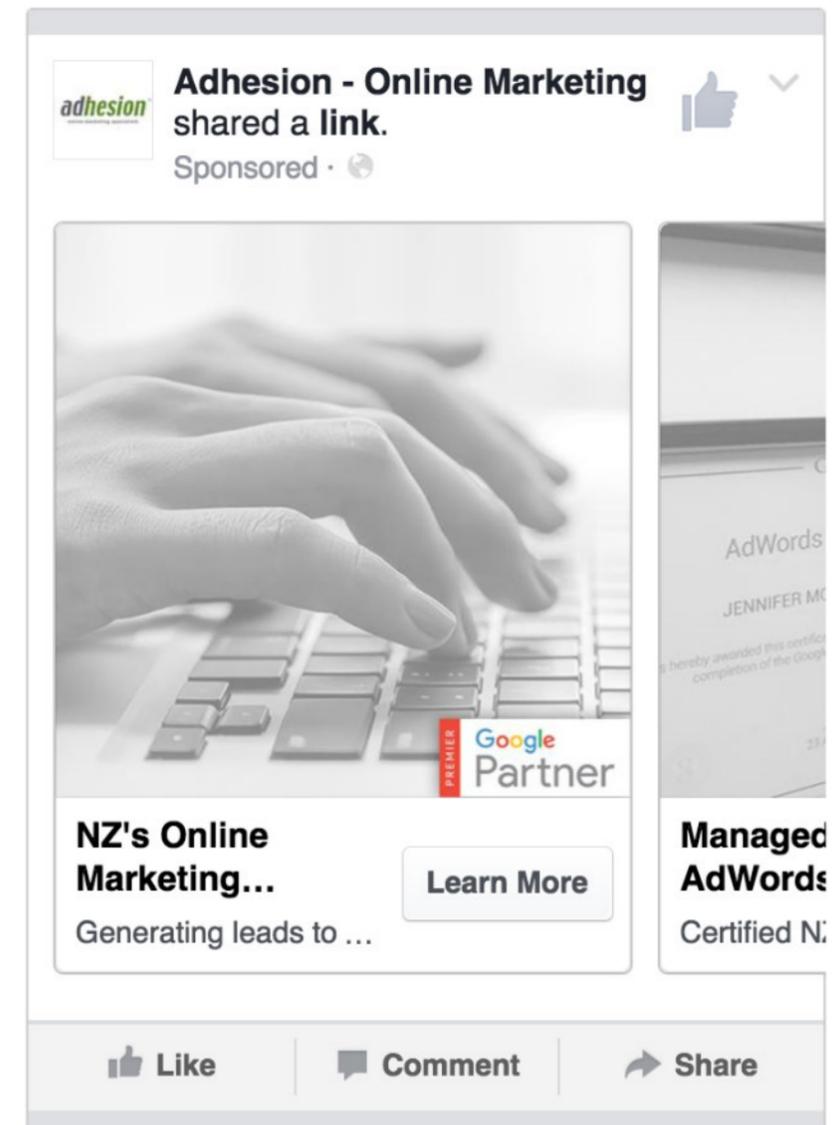


HOW REMARKETING WORKS

Remarketing targets customers that have previously visited your website, specific sections of your website or even specific pages. Custom audience lists are created and list-membership rules can be defined for as little as 1 week or up to and over 12 months. This means your remarketing ads can be served to people who visited your website over a year ago. Custom audience lists can also be created from your existing customer databases.

With Google AdWords, display remarketing ads generally perform better than text remarketing ads. With Facebook remarketing, ads can be created in a static format or a slide format which encourages users to engage by swiping to view more content (see righthand image).

Ad impressions can be capped daily to prevent customers becoming overwhelmed by ads, and to prevent running out of budget.



“After many years’ association with Adhesion, Tony & the team continue to provide us with excellent service and sound advice. In an online world that can be somewhat overwhelming, we feel in safe hands. Thanks guys.”

Julia Milligan, Continuous Group

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PREMIER Google
Partner

GOOGLE REMARKETING PRICING

Google Remarketing Campaign Set Up Fee (one-off): \$149

- ✓ Upgrade Google Analytics where required
- ✓ Define audience list membership rules
- ✓ Set up AdWords campaign to target audience lists
- ✓ Includes text format ads

Display Ad Creative & Production (one-off) \$289

- ✓ Display ads are optional
- ✓ Static display ads produced in a set of 4 popular sizes
- ✓ Ads can be used in other campaigns

Additional ads sets of similar design (includes 4 sizes): **\$189/set**

Animated (HTML5) ads: **POA**

AdWords Budget

- In most case, the minimum daily ad spend is \$10/day (payable directly to Google via credit card).
- AdWords campaign management fees apply (see Google AdWords Advertising brochure).

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FACEBOOK REMARKETING PRICING

Facebook Advertising Campaign Set Up Fee (one-off): \$279

- ✓ Set up advertising account off your FB page
- ✓ Set up access to the ad account via our FB Ads Manager Page
- ✓ Generate ad pixel and provide code for implementing on your website
- ✓ Define and set up rules for custom audience lists
- ✓ Includes up to 2 x campaign set up (Remarketing and/or Audience Segment)
- ✓ Display ad creative & production: 2 ad sets included per campaign (up to 4 ad sets total)

Additional ads sets creative and production: **\$79/set**

Facebook Advertising Budget

- In most case, the minimum daily ad spend is \$5/day (payable directly to Facebook via credit card).
- Facebook Advertising campaign management fees apply (see Facebook Advertising brochure).

“ I have worked with Tony and his team at Adhesion for more than five years and I have found them to provide reliable, high-quality, and cost-effective work. Adhesion has been particularly helpful in testing and implementing highly successful Google advertising programs that have yielded significant revenue. ”

Tom Hill, LA Press

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WHY CHOOSE ADHESION?

Adhesion delivers solutions across the entire online marketing funnel, from traffic generation to website optimisation and web design. Our focus is to generate leads and sales for New Zealand businesses via online channels.

- ✓ Online marketing specialists with 10+ years experience
- ✓ We work on a performance basis
- ✓ We deliver solutions that generate measurable results
- ✓ We strive to understand your businesses and objectives

TERMS & CONDITIONS

- Set up fees and monthly campaign management fees payable to Adhesion
- Monthly click costs are payable directly to Google and/or Facebook via your advertising account(s)
- Monthly budget are assigned daily based on a 30 day month and can be changed at any time on notification from you
- Pricing excludes GST
- No long-term contracts or penalties — Agreement terms are monthly
- Google and Facebook terms and conditions apply
- See full terms and conditions on our website



“I’ve been working with Adhesion for the past 4 years. They started by managing our google advertising campaigns, then went on to assist me with our Facebook advertising and have also developed our latest web site. They have always been a delight to work with, very client focused and providing great support and advice.”

Felix Borenstein, Owen River Lodge

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