

Instructions for creating Retargeting campaign

- 1) Before creating an Ad groups and Retargeting list, specify the **interval for your Ads targeting**.

E.g.: 0 – 7 days
 8 – 14 days
 15 – 21 days
 22 – 30 days

- 2) Create individual retargeting lists for all periods in Excel (Retargeting list name). Define **URLs** that have been visited by users (url contains). Specify the **length of lists** (Membership duration). Retargeting lists can be described (Description). Save the file as **Text (Tab delimited) (*.txt)**.

E.g.:

Retargeting list name	Description	Membership duration	url contains
Fridge 7 days	Targeting visitors for 7 days	7	web.cz/fridge
Fridge 14 days	Targeting visitors for 14 days	14	web.cz/fridge
Fridge 21 days	Targeting visitors for 21 days	21	web.cz/fridge
Fridge 30 days	Targeting visitors for 30 days	30	web.cz/fridge
Bought 30 days	Customers who bought	30	web.cz/orders-completed

Ed. Create list „Bought 30 days“ in import file just once.

- 3) **Create a Campaign** with Ad groups, including CPC, Budget and Ads (without Audiences) in AdWords Editor.

E.g.: Fridge (0 – 7 days)
 Fridge (8 – 14 days)
 Fridge (15 – 21 days)
 Fridge (22 – 30 days)

- 4) Create a new file in Excel for **pairing retargeting lists** and campaign.

- a) In case of pairing an **Ad group and retargeting list**.

Campaign	Ad Group	Audience	Criterion Type	Status
RTG - Fridge	Fridge (0 - 7 days)	Fridge 7 days		active

- b) In case of **pairing an Ad group and retargeting list while excluding retargeting list in the same Ad group** (targeting user in the list „14 days“. Also when **not targeting users in list** „7 days“ – ie. The ads are shown from 8th to 14th day after the last visit of the website).

Campaign	Ad Group	Audience	Criterion Type	Status
RTG - Fridge	Fridge (8 - 14 days)	Fridge 14 days		active
RTG - Fridge	Fridge (8 - 14 days)	Fridge 7 days	negative	

- c) In case of exclusion of the **retargeting list in the campaign**. (eg. do not target users who bought).

Campaign	Ad Group	Audience	Criterion Type	Status
RTG - Fridge		Bought 30 days	Campaign Negative	

Ed. Exclusion of the retargeting list in the campaign can be easily done manually in Sklik account.

TIP: When creating a document, use the list of Ad groups copied 2x under itself in one column and sorted alphabetically. Write first set of products to each column manually. For other products just copy and replace text (eg. dishwasher instead of fridge).

- 5) Save the pairing file as Text (**Tab delimited**) (*.txt). Than change file extension from .txt to .csv. (When you save the file as a CSV, it will be not accepted when you import, because of the bad separators.)

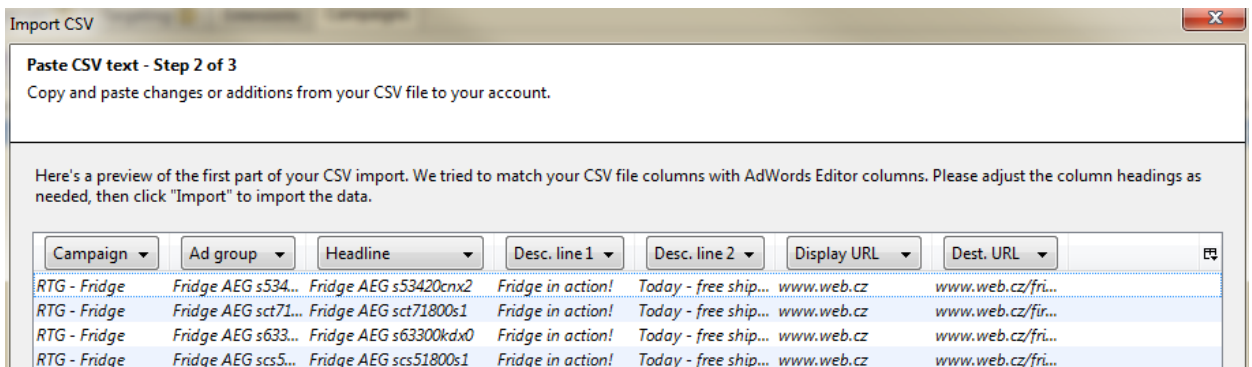
Caution - Do not manipulate with finished CSV file before import. Any change in file can chance formatting and the import will not work then.

- 6) In a section Tools – Retargeting – select **Import lists** and upload file with retargeting lists (.txt) (see. Point 2).
- 7) In Campaign import upload your campaign (.csv) (see. Point 3). Then import file for pairing (.csv) (see. Point 4). Choose **File encoding – Windows – 1250** when importing a document.
- 8) Make standard campaign settings – Display network only, frequency capping on ad groups level etc.

Instructions for creating retargeting product campaign

- 1) Create campaign in AdWords Editor with **XML feed**. Set a Campaign daily budget, CPC and Ads. **Make separated Ad group for each product**.

While importing XML feed to AdWords Editor, choose **File – Import CSV – Paste text**. Then select the column for each category (Campaign, Ad group etc.)



Ed. For more information about Product campaigns, read [Blog Sklik](#).

- 2) Create **individual retargeting lists for each product** in Excel (Retargeting list name). Define URLs that have been visited by users (url contains). Specify the length of lists (Membership duration). Retargeting lists can be described (Description). Save the file as **Text (Tab delimited) (*.txt)**.

E.g.:

Retargeting list name	Description	Membership duration	url contains
Fridge AEG s53420cnx2	Visiting site with product	14	web.cz/fridge-aeg-s53420cnx2
Fridge AEG sct71800s1	Visiting site with product	14	web.cz/firdge-aeg-sct71800s1
Bought 30 days	Customers who bought	30	web.cz/orders-completed

- 3) For pairing retargeting lists and campaigns, create a new file in Excel.

a) In case of pairing an ad group and retargeting list.

Campaign	Ad Group	Audience	Criterion Type	Status
RTG - Produkty	AEG F65402VI0P	AEG F65402VI0P		active
RTG - Produkty	AEG L87695WD	AEG L87695WD		active

a) In case of exclusion retargeting list in the campaign. (eg. not target to users who bought)

Campaign	Ad Group	Audience	Criterion Type	Status
RTG - Fridge		Bought 30 days	Campaign Negative	

Ed. Excluding of the retargeting list at the campaigns level can be easily done manually in Sklik account.

Save file as **Text (Tab delimited) (*.txt)**. Than change file extension from **.txt** to **.csv**.

Caution – Do not manipulate with finished CSV file before import. Any change in file can chance formatting and the import will not work then.

- 4) In section „Tools – Retargeting“ – select **Import lists** and upload file with retargeting lists (.txt) (see. Point 2).
- 5) In „Campaign import“ upload your campaign (.csv) (see. Point 3). Than import the pairing file(.csv) (see. Point 4). While importing a document choose **File encoding – Windows – 1250**.
- 6) Make standard campaign settings – Display network only, frequency capping on ad groups level etc.