



What Are PPC Audiences & How To Determine Them?

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Content

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Introduction

Google lets its users to show their Ads to specified audience based on their interest, habits, what they are looking for and who they are. It also depends upon how they have reacted towards your business. It's interesting to know that Google picks up the audience list similar to that of 'custom' match list and uses it to create another "Audience list". Thus, allowing you to reach those type of customers who haven't interacted with your brand or business earlier.





What are Google Audiences?

They are your right potential customers which can help you to enhance your campaign performance. With the help of them, you can also plan different strategies for various [PPC campaigns](#). Thereafter, you can start acquiring information related to their interests, habits, demographics and the way they have reacted with your business. With the help of audiences, you can perform following two options:

- **Targeting particular audience:**

You can also target only particular group and eliminate the remaining one, just like keywords, placements, [geo targeting](#) or other way for targeting certain numbers of visitors



- **Targeting all audiences:**

In this method, you will target all audiences and adjust bids for them accordingly.



What are the criteria of targeting audiences?

Demographic list: It's a parameter of segmenting the [targeted audience](#) more specifically which are based on gender, age, location, language and parental status

[Re-marketing](#) list: Audiences which have previously visited your website and interacted with your business falls under this category.

In-market: It consist the list of those audiences which are extensively researching and planning to buy products related to your products in recent time.

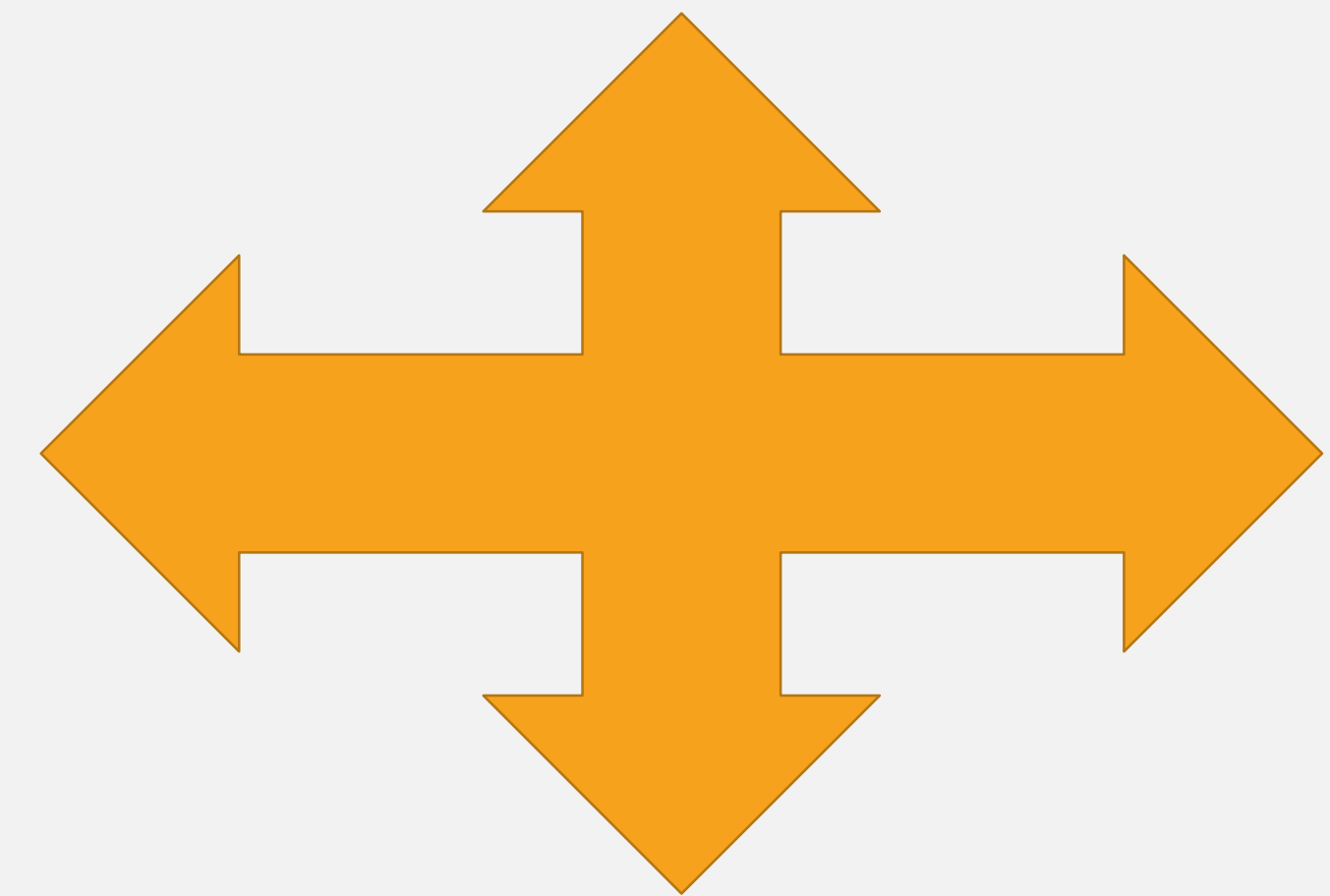
[Similar Audiences](#): It works on the phenomenon of guesswork via 'Machine learning'. It creates the list of new customers similar to the list of your existing customers.



What is Dynamic prospecting?

It's a way to stretch your feed based re-marketing customer to reach the more number of new customer through your high-performing products. This task is also performed with the help of 'Machine learning'.

Dynamic prospecting is somewhat different from dynamic remarketing. As we know that 'Dynamic re-marketing' intent to have most profit extraction from existing customers while 'Dynamic prospecting' tends to have more of new users. Thus, this method of targeting new customers make the 'Dynamic prospecting' more preferable option for you, if you are new to this online marketing or want to target audiences which are different from your existing data list including re-marketing list.





What is Dynamic prospecting?

Dynamic re-marketing vs Dynamic prospecting:

Dynamic prospecting

‘Dynamic prospecting’ tends to have more of new users.

Dynamic re-marketing

Dynamic re-marketing’ intent to have most profit extraction from existing customers.



What is Dynamic prospecting?

Apart from this, you might be thinking of assigning an audience i.e. How to assign Audiences?

Follow these below mentioned steps for assigning audiences:

- Select the ad group to assign an audience in the account tree view mode
- Tick mark the Keywords and targeting > Audiences from the list. In the data view, click Add audience
- Choose an Audience. Then, click OK
- Optional: Enter the following settings for audiences in the edit panel.
- Max CPC, Max CPM: Leave these fields as it is to use ad group default bid
- [Bid adjustment](#): Enter a bidding amount from -90 to +900.
- Final URL: Leave this field as it is to use the final URL of your ad. Status



How can you grab more out of your PPC Audiences?

Till now, you may have understood little-bit that how PPC Audiences are playing a key role in making campaigns successful. So, it's also necessary to know that how we should use it? Such that we can grab more out of it. Below are some main points regarding its effective use:

- **Take advantages of other audience list which you have:**

It includes email list and various other methods; email lists are one of the most important in it. Other methods involve for creating audiences are from social media platforms. It becomes more relevant if it is being sorted by date for the last time they

have interacted with your business. Thus, your recent email subscribers will have much more different user experience then your existing older one. These type of minor modification can have a huge impact on business





How can you grab more out of your PPC Audiences?

performance. Lastly, try to set different audience group with variations in objectives. As they may be searching the same term but with different thinking and will convert accordingly.

- **Look for In-market Audience:**

In-market audiences are kind of different list which need to be look upon. They provide campaigns with overlaying features to users which are searching for products or services to buy regularly. No doubt, they perform more than expected in case of [GDN campaigns](#) and rules over similar audience's segment. The beta version for usability of in-market audiences in standard search is shut down as of now. But, you can take a trial once it opens up again.

- **Try to create paid search audience list as per their site visit:**

It's better to create paid search audience list based on their site visit rather than treating all your past visitors alike.

Thus, you can get a rough idea about particular product that who is the buyer of product. Suppose product is



How can you grab more out of your PPC Audiences?

‘Perfume’ in beauty section. Then, it’s a woman buying for herself or a man who visited this section and bought for gifting purpose.

- **Separately layer out the past visitors:**

If you are not considering re-marketing as one of the main motive, then exclude those ones who have converted or doesn’t shows intension to convert. Instead of that, move your step further towards following goals:

Apply custom site links in help section



Set small budgets always for converters to be liquefy on ad-on



Ask them to sign up for some exclusive promotion or if possible boost them to join in any loyalty programs.



How PPC audiences are determined by the Google?

Audience lists in [Audience manager](#):

Here you can create and manage your audience list, which is preferably known as re-marketing lists. You can easily access and control over different searcher's group who see your campaign's ads across different networks like Google search, Gmail, You Tube and GDN via campaigns. After setting up your audience source, you can easily then re-market audience list which has been generated by Google or manually created by you.

Benefits of Audience manager:

Lists can be easily added to ad groups and campaigns It can be labelled to filter and desire report can be created on particular data You can show your ad to specific location and audience for effective ad exposure You will be able to view each list status, reach and type All your re-marketing lists will be easily available at one place.



How PPC audiences are determined by the Google?

Accessing audience lists:

- [Google ads](#) account sign-in
- In the upper right corner, click on the tool icon
- Select Audience manager under 'shared library'
- Then by default, you will arrive at audience lists

Working methods of Audience list: As the Google ads tag extension is added to your app/website, it will then starts accumulating data and more people will be added to the lists as per their relevancy. E.g.: A 'burger & snack' centre can make a list of visitors for lunch hours and then more visitors can be added to the list who visit their site during lunch time to a fresh remarketing list. Further, it can be used for "Lunchtime" campaigns to target them and increase site traffic.



How PPC audiences are determined by the Google?

Types of lists:

- **App users:**

Those users who have installed your app on their gadgets falls under these list. After that, they'll be eligible to see your ad once they are in the other apps on GDN.

- **YouTube users:**

People who have seen your ad are added to this list. These list can be generated by linking your YouTube channel with Google ads account.

- **Custom combination:**

As the name suggest, these list can be made manually by combining two different [re-marketing list](#). Suppose you have a list of high value buyers and people list who have bought tech gadgets from you. Then, you can add these two list to reach more possible buyers.



How PPC audiences are determined by the Google?

Website visitors:

These list are website based ad campaigns. It will track visitors behaviour on your website and add up more people accordingly on certain parameters. These parameters can be visits, click-out location, click-in source and different conversion stages.

Customer list:

This list can be generated using customer match behaviour. It helps you to upload contact details that customers have shared, like zip codes, emails. Thus, it will show your ad to customer as they surf across different search and display networks.



How to perform various task on user lists

Label:

For organizational purpose, apply labels on your lists. Instead of using set of labels issued by Google, you can also add your own whenever you want in order to organize the list.

Create list:

You can create re-marketing list manually or automatically with the help of Google. The list will be based upon the data accumulated from your audience sources.

Pause:

When you pause any list, it will get suspended from the campaigns or ad group where it was associated earlier. Yet, you can add more users to the list in paused conditions.



How to perform various task on user lists

Remove:

As the name suggest, the chosen list will be labelled 'removed' and it won't be appear in the main audience list unless and until it has been kept with that label.

Add to 'Campaigns & Ad group':

It also enables you to associate the list with more than one ad group. Through which you can show the ads to people who are in your list. Also, you can select one or more campaigns to include your particular list.



How to perform various task on user lists

Why you should also pay attention towards improving your lists periodically?

To let your ad to be eligible to appear, you must have minimum of 100 active users in the re-marketing lists in the last 30 days. According to Google, list targeting the Google search should have min. of 1000 active users while targeting for Gmail, it should have min. of 100 active users. The list size may vary based on the number of visitors able to visit on a particular network. List with 1000 users will be grounded in audience insights in order to provide you more audiences by displaying important info about the people that have created your list.



Conclusion

Finally, we reach at the end of an interesting topic “What are [PPC](#) audiences & how to determine them?”. You might have understood the importance of audience list for any ad campaigns. So far, we have discussed a lot about audience list and the way it is targeted. We studied about ‘Dynamic prospecting’ and how it differs from ‘Dynamic re-marketing’. Also, you have learned to grasp more from these audience list through various effective measures.

We have also gone through the various ways list is managed in audience manager; what are its benefits, their types and how to use them while performing various task related to list creation. Lastly, we also point out the need of improving lists after certain time interval. So, using audience list effectively will be more benefited for your business.

To learn more on how to improve your campaign performance, [visit our website!](#)



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