

1 Prospecting Audiences → Low ROAS, High Volume

Start with low investment (unless your site gets 0 traffic). It is more important to optimize your bottom funnel first, so that when you start advertising to these audiences, people don't exit your funnel when reaching desire & action stages, resulting in wasted ad spend.

Campaigns using these audiences should aim to populate your "Converting Audiences" more than focusing on generating sales. Try to have users subscribe to your newsletter or enter a contest, so you can re-engage them afterwards.

What are these audiences:

- a. Interest & Behavior
- b. Buyer persona (demo, geo, etc.)
- c. Job title & industry
- d. Lookalikes

2 Converting Audiences → High ROAS, Low Volume

Start with higher investment (you need to have some traffic or a database already). Optimize these campaigns first. A small increase in your conversion rates at the bottom of the funnel can have drastic effects on your account's performance.

- a. Search audiences (mid funnel, users already have awareness or interest in the product/solution)
- b. Website remarketing
 1. Key page views
 2. Subscribers
 3. Product viewers
 4. Abandoned carts
 5. Time on page / scroll on page
 6. Exclude bounce
 7. Past purchasers (exclude 14-30 days, include after)
- c. Email lists, phone numbers database
- d. Fans & followers
- e. Previous buyers



Google Search & Shopping

- People searching online - targets are keywords (search) or product information (shopping) instead of audiences
- Demographics & geos

Search Remarketing

- Key page views
- Subscribers
- Product viewers
- Abandoned carts
- Time on page / scroll on page
- Exclude bounce
- Past purchasers (exclude 14-30 days, include after. Exclusion and Membership durations will depend on your product's lifecycle and purchase cycle)

Email lists

- Subscribers
- Past purchasers

Google Display

- Keywords (website content)
- Topics
- Placements
- Demographics & geos
- Interests (in-market audiences)
- Similar audiences

Remarketing

- Key page views
- Subscribers
- Product viewers
- Abandoned carts
- Time on page / scroll on page
- Exclude bounce
- Past purchasers (exclude 14-30 days, include after. Exclusion and Membership durations will depend on your product's lifecycle and purchase cycle)

Facebook

- Job titles & Industry (Behaviour)
- Demographics
- Friends of fans
- Interests
- Lookalikes

Remarketing

- Key page views
- Subscribers
- Product viewers
- Abandoned carts
- Time on page / scroll on page
- Past purchasers (exclude 14-30 days, include after. Exclusion and Membership durations will depend on your product's lifecycle and purchase cycle)

Email lists

- Subscribers
- Past purchasers
- Fans

Linked In

- Job Titles & Functions
- Account-based (companies)
- Industry
- School, Skills and more

Remarketing

- Key page views
- Subscribers
- Product viewers
- Abandoned carts
- Time on page / scroll on page
- Past purchasers (exclude 14-30 days, include after. Exclusion and Membership durations will depend on your product's lifecycle and purchase cycle)

Email lists

- Subscribers
- Past purchasers

Can we help you?

If you need additional help, you can get your campaign reviewed by our experts or request a business proposal.

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