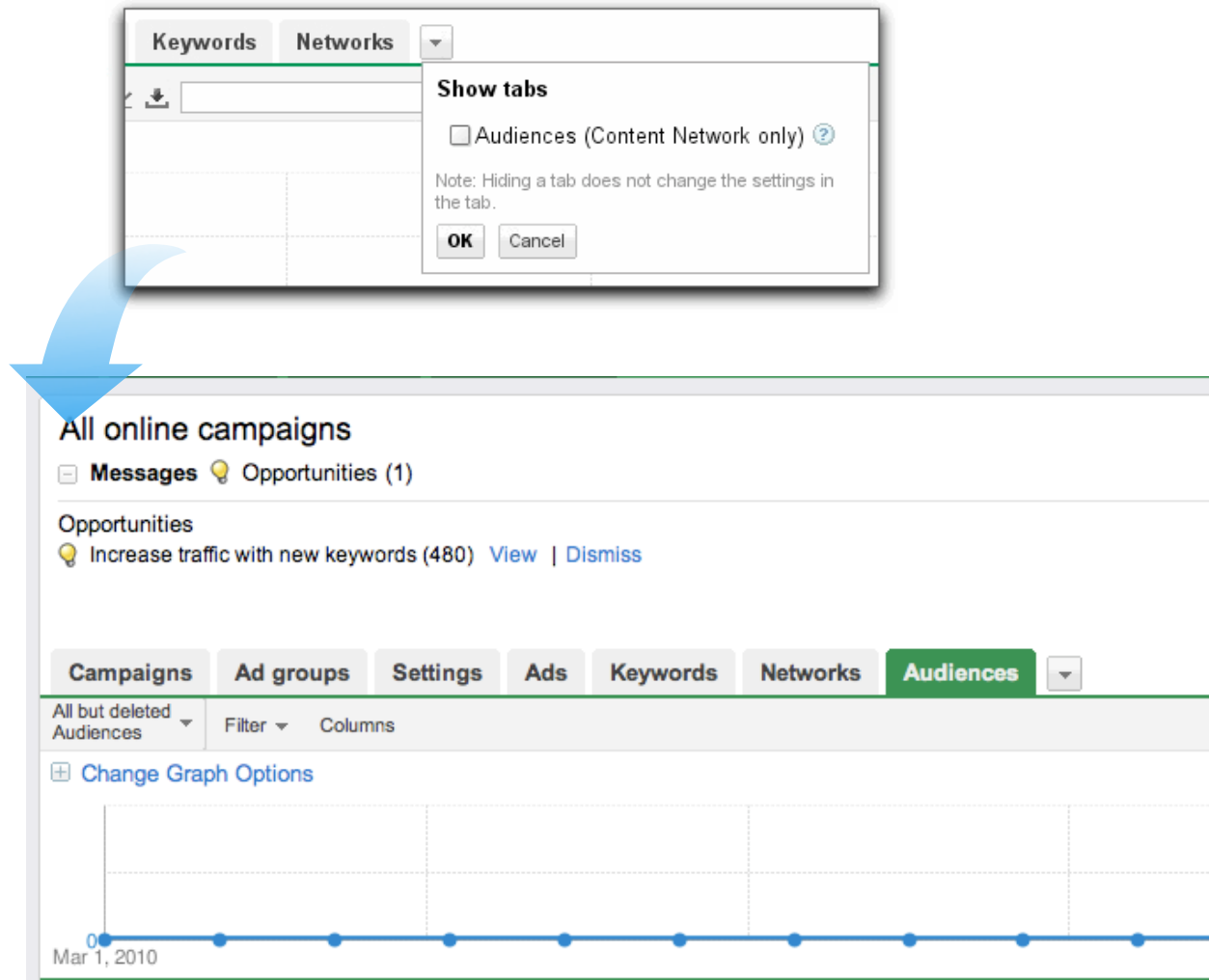


Enabling “Audience” tab

- If you don't already see the “Audience” tab, it can be enabled by selecting the drop down menu.



Creating a new remarketing list

Within a campaign:

1 Click the **Audiences** tab.

2 Click **+Add audiences** button.

3 Select ad group.

4 Click **Create and manage lists**.

This brings you to Audience settings, as shown next.

If you create a list from All online campaigns, you will also select a campaign here.

Remarketing lists	Lists	Global users
Custom combinations	CardMembers	-- add
	MobilePhone Homepage	-- add
	MobilePhone PhoneDetails	-- add
	MobilePhone PhonesList	-- add

Creating a new remarketing list cont.

5 Click **New audience**, then select **Remarketing list**.

6 Enter name. Description is optional.

7 Enter membership duration. Default is 30.

8a Create new tag... **or** choose to use existing tags.

Audience settings

Audience settings

New audience ▾

- Remarketing list
- Custom combination

New remarketing list

Please read the [Remarketing program policy](#) before creating a list.

Remarketing list name

Description
Optional

Membership duration days

Tags Create new remarketing tag

Select from existing tags

💡 Add the remarketing code to all your pages visited by users whom you'd like to reach. To access the code, click the link in the **Tags / Rules** column below.

Copying remarketing list tag code

From All online campaigns > **Audiences tab:**

1 Click **More actions...** and select **Audience settings**.

2 Click the name of the tag whose code you want to copy.

The screenshot shows the Google Ads interface with the 'Audiences' tab selected. At the top, there are navigation tabs: Campaigns, Ad groups, Settings, Ads, Keywords, Networks, and Audiences. Below these are options for 'All but deleted Audiences', 'Filter', and 'Columns'. A graph area is visible with a date of 'Jun 15, 2009'. Below the graph are buttons for '+ Add audiences', 'Edit', and 'Change status...'. A 'More actions...' dropdown menu is open, showing 'Audience settings' and 'Copy...'. A table below lists tags: 'CardMembers [Tag]', 'MobilePhone StoreLocater [Tag]', and 'MobilePhone PlansList [Tag]'. Green lines connect the numbered instructions to the 'More actions...' menu and the 'CardMembers [Tag]' entry.

Copying remarketing list tag code cont.

3 Copy the code and paste it into the applicable web pages or ad servers.

Remarketing code

Add the remarketing code to all your pages visited by users whom you'd like to add to this list. [Insertion tips](#)

Page security level

```
<!-- Google Code for CardMembers Remarketing List -->  
<script type="text/javascript">  
<!--  
var google_conversion_id = 1031737059;  
var google_conversion_language = "en";  
var google_conversion_format = "1";  
var google_conversion_color = "666666";  
var google_conversion_label = "gEc4CIP6xgEQ45386wM";  
var google_conversion_value = 0;  
//-->
```

Done

Select HTTP or HTTPS depending on security level of your conversion confirmation page.

Creating another list **with a different membership**

Follow the steps to create a new remarketing list, then...

The screenshot shows the 'Audience settings' form for creating a new remarketing list. The form includes fields for 'Remarketing list name', 'Description' (Optional), and 'Membership duration' (set to 30 days). Under the 'Tags' section, there are two radio buttons: 'Create new remarketing tag' and 'Select from existing tags' (which is selected). Below this is a list of 'Available tags' with 'add' buttons next to each. The 'Selected tags' section is currently empty. At the bottom of the form, there are 'Save' and 'Cancel' buttons. The 'Save' button is highlighted with a yellow box.

- 1 Enter a membership duration that is different from the original list.
- 2 Click **Select from existing tags**.
- 3 Click **Add** next to the tag you are duplicating.
- 4 Click **Save**.

You can now use this list when creating a combination of lists.

Creating combinations of remarketing lists

Within a campaign:

1 Click the **Audiences** tab.

2 Click **+Add audiences** button.

3 Select ad group.

4 Click **Custom combinations**.

5 Click **+New custom combination**.

Select an ad group

Ad Groups

- Choice Bank Remarketing

Add audiences

Remarketing lists (2)

- Custom combinations (2)

Add audiences from these lists (4)

Combinations	Global users
TVFinancialSportsNoPhoneDetails	-- add
TVSportsFinancials	-- add
Yes 22 no 8	-- add

+ New custom combination

Manage lists» (?)

Creating combinations cont.

6 Enter name.
Description is optional.

7 Use drop-down to select predicate.

8 Use drop-down to select audience segments: click **Add** for each, then **OK**.

The screenshot shows the 'Audiences' interface. At the top, there's a 'New custom combination' section with input fields for 'Combination name' and 'Description' (marked as optional). Below this is a dropdown menu for 'Users included or interested in...' with options: 'all these audiences', 'one or more of these audiences', and 'none of these audiences'. To the right of this dropdown is a 'select audiences' dialog box. This dialog box has a 'Remarketing lists' dropdown and a table with two columns: 'Lists' and 'Global users'. The table contains the following rows:

Lists	Global users
CardMembers	-- add
MobilePhone	-- add
Homepage	-- add
MobilePhone	-- add
PhoneDetails	-- add

Green lines connect the numbered instructions to the corresponding UI elements: instruction 6 points to the 'Combination name' field, instruction 7 points to the 'Users included or interested in...' dropdown, and instruction 8 points to the 'select audiences' dialog box.

Creating combinations cont.

9 To add a Boolean And, click **Add “and” statement** to build another set of conditions.

10 Click **Save and continue**.

11 Click **Save**.

The screenshot shows the Google Ads interface for creating audience combinations. At the top, under 'Users', there is a dropdown menu set to 'are interested in all of' and a 'select audiences' button. Below this, an 'and' statement is being added, with a yellow box highlighting the 'Add "and" statement' button. A green bar at the bottom of this section contains 'Save and continue' and 'Cancel' buttons, with 'Save and continue' highlighted in yellow. Below this is the 'Add audiences' section, which includes a table for 'Add audiences from these lists (4)'. The table has two columns: 'Combinations' and 'Global users'. The 'Combinations' column lists 'TVFinancialSportsNoPhoneDetails', 'TVSportsFinancials', and 'Yes 22 no 8'. The 'Global users' column shows '-- added', '-- add', and '-- add' respectively. A '+ New custom combination' link and a 'Manage lists' link are also present. To the right of the table is a 'Selected audiences (1)' section, which lists 'TVFinancialSportsNoPhoneDetails' with a 'remove' link. A yellow box highlights the 'Save' button in the green bar at the bottom of the 'Add audiences' section. A callout box points to the 'TVFinancialSportsNoPhoneDetails' entry in the 'Selected audiences' list, stating 'Newly created combination is added here.'

Adding negative audiences

From All online campaigns > **Audiences tab:**

1 Click the + icon or **Negative audiences** link.

2 Under 'Ad group level' or 'Campaign level,' click **Add** & specify campaign (and ad group, if applicable).

3 Select **Remarketing lists** or **Custom combinations**.

The screenshot shows the 'Audiences' tab interface. At the top, there is a '+ Negative audiences' link. Below it, there are two sections: 'Ad group level' and 'Campaign level'. Each section has a '+ Add' button and a 'Delete' button. A dropdown menu titled 'Select an ad group' is open, showing a list of campaigns and ad groups. The 'TV Network' campaign is selected, and the 'TV network remarketing' ad group is selected. Below the dropdown, there is a dropdown menu for 'Remarketing lists' with options for 'Remarketing lists' and 'Custom combinations'.