



90-Day Retargeting Display Ad Campaign Strategy & Roadmap

Objective: Re-engage potential customers who have previously interacted with your website, ads, or social media but didn't convert, and encourage them to return to complete a desired action (e.g., booking a service, contacting you, or making a purchase).

Key Metrics to Monitor:

- **Click-Through Rate (CTR):** Measures the effectiveness of your ad in encouraging users to click through to your website.
 - **Conversion Rate:** Tracks the percentage of users who complete the desired action (e.g., booking, form submission) after clicking your ad.
 - **Cost-Per-Acquisition (CPA):** Calculates the average cost of acquiring a new lead or customer through the retargeting campaign.
 - **Return on Ad Spend (ROAS):** Determines the total revenue generated from the campaign compared to the cost of running it.
 - **Ad Frequency:** Ensures users aren't seeing the same ad too often, which can lead to ad fatigue.
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Phase 1: Setup and Preparation

Tasks:

1. **Define Campaign Objectives:**
 - Set specific goals, such as increasing conversions (bookings, inquiries), lowering the cost per acquisition (CPA), and boosting brand recall.
 - Establish key metrics (e.g., click-through rate (CTR), conversion rate, return on ad spend (ROAS)) to track performance.
2. **Audience Segmentation and Pixel Setup:**
 - Install retargeting pixels (Google Ads, Facebook Pixel, etc.) on your website to track visitors and their behaviors.
 - Segment your audience based on key actions:
 - Visitors who viewed specific service pages but didn't convert.
 - Visitors who abandoned the booking or contact form.
 - Previous customers for upsell or cross-sell opportunities.
 - Create custom audiences based on these segments and include lookback windows (e.g., users who visited in the last 30 or 60 days).
3. **Campaign Structure and Budgeting:**
 - Structure your retargeting campaign based on audience segments.
 - Allocate budget based on audience size and potential value of the segment (e.g., allocate more budget to those who abandoned a booking form).



- Set a daily or weekly budget, ensuring you balance between impressions and conversions without over-saturating your audience.
- 4. Create Ad Variations:**
 - Design visually compelling display ads that cater to different audience segments.
 - For visitors who abandoned bookings, use dynamic retargeting ads to showcase specific services they viewed.
 - Create personalized offers and call-to-actions (CTAs) like “Book Now and Save 10%” or “Come Back to Complete Your Booking.”
 - Develop multiple ad creatives and test different headlines, visuals, and CTAs.
- 5. Set Conversion Tracking:**
 - Implement conversion tracking through Google Ads, Facebook Ads, or other platforms to measure actions taken after clicking on your retargeting ads.
 - Set up goals in Google Analytics to track form submissions, phone calls, and bookings.

Deliverables:

- Audience segments created.
 - Retargeting pixels and conversion tracking set up.
 - Ad variations designed and ready.
 - Budget allocation planned for each segment.
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Phase 2: Campaign Launch and Early Monitoring

Tasks:

- 1. Launch Retargeting Campaign:**
 - Launch the campaign across platforms (Google Display Network, Facebook Ads, Instagram Ads) targeting the specific segments created in Phase 1.
 - Monitor the ad frequency to avoid overexposure (aim for 2-3 ad impressions per user per week to stay top of mind without being overwhelming).
- 2. Monitor Initial Performance:**
 - Track key metrics such as CTR, conversion rate, and CPA in the first few days of the campaign.
 - Assess which segments are driving the most engagement and which ads are performing the best.
- 3. A/B Test Ad Variations:**
 - Test different ad copy, images, and CTAs to see which combinations result in the highest CTR and conversion rates.
 - Split-test ad formats (static vs. video) to determine what resonates best with each audience segment.

4. **Review Landing Page Performance:**

- Ensure that landing pages associated with retargeting ads are optimized for conversions (fast loading, mobile-friendly, clear CTAs).
- Make sure each ad sends users to a highly relevant page based on the actions they previously took.

5. **Adjust Budget Allocation:**

- Review the performance of different audience segments and allocate more budget to segments with higher engagement or conversion rates.
- Lower the budget on poorly performing segments or reduce the ad frequency to avoid ad fatigue.

Deliverables:

- Campaign launched and initial performance data gathered.
 - A/B testing on ad creatives initiated.
 - Budget allocation adjusted based on performance.
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Phase 3: Optimization and Scaling

Tasks:

1. **Analyze Performance Data:**

- Review the first 30 days of performance data to identify trends. Focus on CTR, conversion rates, CPA, and ROAS.
- Identify the best-performing audience segments and ad creatives.

2. **Optimize Ad Creatives and CTAs:**

- Based on the A/B test results, optimize your ad copy, visuals, and CTAs. Use winning variations to maximize engagement and conversion.
- Create new variations of your top-performing ads to prevent ad fatigue and keep content fresh.

3. **Refine Audience Segmentation:**

- Narrow your audience segments further if certain groups are converting better than others (e.g., focus on users who visited your pricing page or those who viewed services within the last 15 days).
- Exclude converted users from future ads to avoid wasting budget on customers who have already booked a service.

4. **Expand Campaign Reach:**

- Expand your reach by including similar audiences (lookalikes) to your highest-converting retargeting segments. For example, target users who resemble those who visited your website but didn't convert.



- If the campaign is performing well, consider scaling by increasing the budget on top-performing segments.
5. **Test Dynamic Retargeting Ads:**
- Implement dynamic retargeting for users who viewed specific services or products on your site, showing them personalized ads that include the exact service they looked at, encouraging them to return and complete the purchase.

Deliverables:

- Optimized ad creatives and audience segments.
 - Expanded campaign reach using lookalike audiences.
 - Performance data analyzed and adjustments made for improved CTR and CPA.
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Phase 4: Scaling and Long-Term Optimization

Tasks:

1. **Scale Budget on High-Performing Ads:**
 - Increase your budget on the highest-performing ads and audience segments to capture more conversions and maximize ROAS.
 - Adjust bid strategies to focus on maximizing conversions or lowering CPA, depending on your campaign's performance.
2. **Further Refine Ad Frequency and Audience Targeting:**
 - Reduce ad frequency for users who haven't converted after seeing the ad multiple times (e.g., after 10-15 impressions). Consider excluding these users from the campaign or changing the messaging in the ads they see.
 - Test longer retargeting windows (e.g., 60-90 days) for audiences who have shown interest but need more time before making a decision.
3. **Launch Seasonal or Promotional Campaigns:**
 - Incorporate limited-time offers, seasonal promotions, or special discounts to encourage conversions from users who have not yet taken action.
 - Run holiday or end-of-year retargeting ads with specific deals to drive urgency and increase sales.
4. **Ongoing A/B Testing:**
 - Continue to test and iterate on ad copy, visuals, and CTAs, even with well-performing ads. Consistent A/B testing ensures that your campaign stays fresh and optimized for maximum effectiveness.
5. **Monitor Conversion Rate and Adjust Landing Pages:**
 - Keep monitoring your landing pages for conversion rate optimization (CRO). Implement changes such as improved copy, additional social proof, or better CTAs to boost performance.



- Test new landing pages and refine messaging based on audience behavior and feedback.

Deliverables:

- Scaled campaign with higher budget allocation for top-performing segments.
 - Seasonal or promotional ads launched to boost conversions.
 - Continuous A/B testing and performance monitoring for long-term success.
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Post-90 Day Review and Next Steps:

- Conduct a full review of the campaign's performance, including overall ROAS, CPA, conversion rates, and audience performance.
 - Identify areas where the campaign exceeded expectations and any segments or creatives that underperformed.
 - Plan future retargeting strategies based on the 90-day data, such as expanding the campaign to new geographic regions, increasing budgets for the best audiences, or launching new seasonal promotions.
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This 90-day strategy focuses on setting up an efficient retargeting display ad campaign, optimizing audience segmentation, refining creative content, and scaling up based on data-driven performance insights.