

Welcome to Dynamic Remarketing with Google. Dynamic Remarketing is one of the most effective things you can do to drive conversions from the visitors to your site. It lets you take advantage of information about your site visitors' behaviors – actions such as what they looked at on your site and what they didn't end up buying - to reconnect with them with tailored ads.

To find out more about the benefits of dynamic remarketing with Google, check out our page on www.google.com/think.

Getting started with Dynamic Remarketing

There are a few simple, yet important things you need to do to enable your account for Dynamic Remarketing.

1. Place the Google Remarketing Tag on all pages of your website site. To get started, you'll need to place the remarketing tag that you'll find at the end of this email on all the pages on your website. You can also find the code in the [Shared Library](#) section of your AdWords account.

To ensure that all the webpages on your site include the dynamic remarketing tag, you should insert the remarketing tag in one place, where it would automatically update all the webpages on your site. Typically you would do this within your webpage template.

Forward this email along with the link to the [setup guide in the Help Center](#) to your webmaster or whoever will be adding the tag to your website.

2. Include custom parameters in your tag. To enable the dynamic creative and bid optimization, include these required parameters in your tag: product ID (ecomm_prodid), page type (ecomm_pagetype), and product value (ecomm_totalvalue). For proper setup, it's important to follow the specified naming convention for all three parameters; otherwise, your site visitors might not be added to your lists and your dynamic remarketing campaigns might not run properly.

Additionally, the product ID you place in the "ecomm_prodid" must match the ID from your Google Merchant Center feed. To help with that, we've provided 10 sample product IDs and corresponding URLs from your feed in this email that you can use to verify your tag setup. Your webmaster might find these examples useful.

There are also optional custom parameters you can include in your tag to fine tune your campaign and drive campaign performance even further - check [this article](#) for more details.

3. Use tag validations tools to ensure proper implementation. When reviewing whether the tag was properly implemented, please verify that when the Google Remarketing Tag fires on your website, it is extracting the right Product ID and it matches the same value in the Google Merchant Center.

We recommend using these tag tools to make sure that it has been placed on your site correctly.

[Tag Assistant Chrome Extension](#) Download this tool to verify that you've installed the remarketing tag correctly. Once installed, you can just navigate to any page of your website to see which tags are on the page. Tag assistant will also tell you if there are errors to the tag and offer suggestions on how to fix it. For more information, reference this [Help Center article](#) on Tag Assistant.

Tag Validation in AdWords allows you to see whether your remarketing tag is properly firing, provides useful statistics on your remarketing tag and in the event of a problem, shows you common solutions to help troubleshoot. For more information, reference this [Help Center article](#) on Tag Validation.

4. Review the [Remarketing program policy](#) to find out what you need to include in your site's privacy policy, and which [sensitive categories](#) of sites can't use this feature.

If you've already created a dynamic remarketing campaign, the four lists that are available in your campaign will start getting visitors added to them once you've set up the tag on your site. Make sure that you've included the custom parameters and have followed the specified naming convention. You can also create new lists as needed.

If you haven't set up your campaign yet, follow [these instructions](#) to get started.

Regards,
The Google AdWords Team

Sample Google Merchant Center Feed Items

Your Google Merchant Center account doesn't contain any items. Follow [these instructions](#) to set up your feed.

Your Remarketing Tag

```
<!-- Google Code for Remarketing Tag -->
<!-------
Remarketing tags may not be associated with personally identifiable
information or placed on pages related to sensitive categories. See more
information and instructions on how to setup the tag on:
http://google.com/ads/remarketingsetup
----->
<script type="text/javascript">
var google_tag_params = {
ecomm_prodid: 'REPLACE_WITH_VALUE',
ecomm_pagetype: 'REPLACE_WITH_VALUE',
ecomm_totalvalue: 'REPLACE_WITH_VALUE',
};
</script>
<script type="text/javascript">
/*  */
var google_conversion_id = 993073297;
var google_custom_params = window.google_tag_params;
var google_remarketing_only = true;
/* ]]&gt; */
&lt;/script&gt;
&lt;script type="text/javascript"
src="//www.googleadservices.com/pagead/conversion.js"&gt;
&lt;/script&gt;
&lt;noscript&gt;
&lt;div style="display:inline;"&gt;
&lt;img height="1" width="1" style="border-style:none;" alt=""
src="//googleads.g.doubleclick.net/pagead/viewthroughconversion/993073297/?va
lue=0&amp;amp;guid=ON&amp;amp;script=0"/&gt;
&lt;/div&gt;
&lt;/noscript&gt;</pre></div>
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