

# Retargeting with Web Personalization Data



## Availability

Website Retargeting now falls under the Web Personalization tile. If you only purchased Retargeting, you will see this tile and access the Web Personalization product with **only** Retargeting features enabled. This gives you access to account settings, the Retargeting page, segments, and additional tracking pages.

## What's in this article?

[Remarketing Configuration](#)

[Creating Segmented Audience](#)

Remarketing targets prospects who have visited your site in the past with display advertising based on who they are and what they did. Personalized retargeting targets specific audiences with relevant ads based on industry, named accounts, and known person data.

Web Personalization currently appends data to the following remarketing platforms:

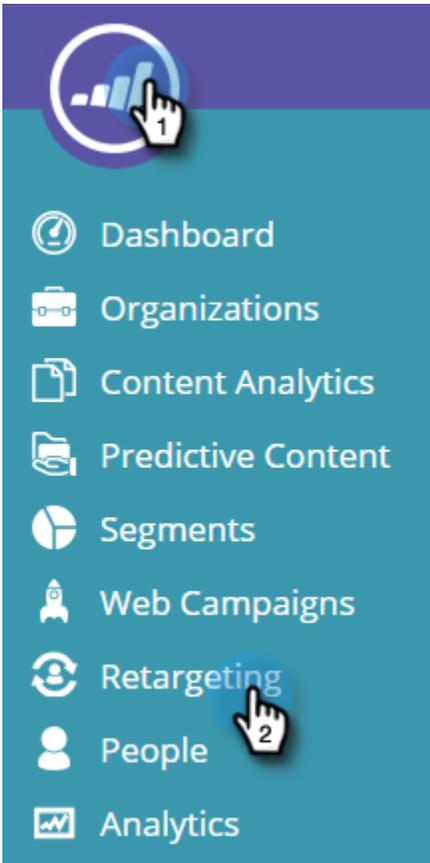
- [Google](#)
- [Facebook](#)

Web Personalization sends the following data through to the remarketing platforms to create audiences and run remarketing ad campaigns:

<b>Web Personalization Data</b>
<b>Industry</b>
<b>Group (Enterprise, SMB)</b>
<b>Category (Fortune 500/1000, Global 2000)</b>
<b>ABM List (Named Account Lists)</b>
<b>Segmented Audience (Based on Segments)</b>
<b>Web Campaigns Clicked</b>

## Remarketing Configuration

## 1. Go to **Retargeting**.



### Note

The Retargeting Configuration is per domain or subdomain. Activate the other domains if you want to send data from those domains through to the retargeting platform.

## 2. Activate Settings for Google Analytics or Google Universal Analytics per domain.

### Note

You need to have the Google Retargeting Tag implemented on your website.

If you already setup your Integration with Web Personalization and Google Analytics, you do not need to edit this part as it is the same configuration under Account Settings.



## Personalized Retargeting

Retargeting target prospects who have visited your site in the past with display advertising based on who they are and what they did. Personalized retargeting targets specific audiences with relevant ads based on industry, named accounts and known person data [Learn more...](#)

### Domain Retargeting Configuration

▼ marketo.com

www.marketo.com  
blog.reactivx.com

Expand platform to configure:

▶ Google Analytics

▼ Google Universal Analytics

<b>Organization</b> Custom Dimension	<input checked="" type="checkbox"/> On <input type="checkbox"/> Off	Organization Index	<input type="text" value="1"/>
<b>Industry</b> Custom Dimension	<input checked="" type="checkbox"/> On <input type="checkbox"/> Off	Industry Index	<input type="text" value="2"/>
<b>Organization Category</b> Custom Dimension	<input checked="" type="checkbox"/> On <input type="checkbox"/> Off	Organization Category Index	<input type="text" value="3"/>
<b>Organization Group</b> Custom Dimension	<input checked="" type="checkbox"/> On <input type="checkbox"/> Off	Organization Group Index	<input type="text" value="4"/>
<b>ABM List</b> Custom Dimension	<input checked="" type="checkbox"/> On <input type="checkbox"/> Off	ABM List Index	<input type="text" value="5"/>
<b>Segment</b> Event	<input checked="" type="checkbox"/> On <input type="checkbox"/> Off		
<b>Campaign</b> Event	<input checked="" type="checkbox"/> On <input type="checkbox"/> Off		

▶ Facebook

**SAVE**

3. Activate the configuration for Facebook. Click and expand the Facebook accordion, Click **On** to send the respective Event and data through to Facebook Audience Manager. Click **Save**.



### Note

You need to have [Facebook Custom Audience Pixel](#) installed your website for this feature to work.

# Personalized Retargeting

▼ [marketo.com](#)

[www.marketo.com](#)

▶ [Google Analytics](#)

▶ [Google Universal Analytics](#)

▼ [Facebook](#)

**Industry**

Event

On

Off

**Category**

Event

On

Off

**Group**

Event

On

Off

**ABM List**

Event

On

Off

**Segmented Audience**

Event

On

Off

**Campaign**

Event

On

Off

**SAVE**

## Creating Segmented Audience

A Segmented Audience allows you to select an existing Segment as an audience to use for retargeting campaigns. For example, selecting your Known Person segments.

## Tip



There is no need to create a Segmented Audience for industry or other data that has already been sent through in the Domain Configuration. It's best to use Segmented Audiences for segments based on known person data.

### 1. Click **Create Segmented Audience**.

The screenshot shows the 'CREATE SEGMENTED AUDIENCE' interface. At the top, there is a search bar and a 'CREATE SEGMENTED AUDIENCE' button. Below this is a table with the following columns: Audience, Channel, State, and Date Created. The table contains four rows of data. At the bottom, there is a pagination control showing 'Page 1 of 1' and a 'Choose Action' dropdown menu.

Audience	Channel	State	Date Created
<input type="checkbox"/> CIO + Finance Industry	Google, Facebook		08-01-15 18:32:25
<input type="checkbox"/> Lead Score > 50	Google, Facebook		08-01-15 18:32:50
<input type="checkbox"/> Product Interest = RTP	Facebook		08-01-15 18:35:03
<input type="checkbox"/> Opportunity Stage = Negotiation	Facebook	Disabled	08-01-15 18:15:37

### 2. Enter audience Name, select Channels, and select Segment from the list of existing Segments.

The screenshot shows the 'Set Audience' form. It has a purple header with a bar chart icon. The form contains the following fields and controls:

- Name:** A text input field containing 'CMO + Finance' with a pencil icon for editing.
- Channel:** A list of checkboxes with 'Google' and 'Facebook' selected.
- Select Segment:** A dropdown menu showing 'CMO + Finance Segment'.
- Buttons:** 'CANCEL' and 'SAVE' buttons at the bottom.

Numbered callouts indicate the steps: 1 points to the Name field, 2 points to the Facebook checkbox, 3 points to the dropdown arrow, and 4 points to the SAVE button.

### 3. Click **SAVE**.

You have now completed the Retargeting Setup in Web Personalization, login to your retargeting platforms and create your audiences based on this data and set up your retargeting ad campaigns.

## Related Articles

- [Personalized Remarketing in Google](#)
- [Personalized Remarketing in Facebook](#)

