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FAREHARBOR
webinars



Impactful Marketing

Tracking campaigns and targeting
the right audiences



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Today's Agenda

**Audience
Targeting 101**

**Track like the
Pros: UTM
Parameters**

**Live Demo:
Building &
Beyond**



Targeting the right audience



Why you should target the right audience

Targeting: pinpointing the right audience, making sure your message reaches the people who are most likely to be interested and benefit from what you have to offer.

How can you know your target audience?

- Define your product
- Market research
- Customer profiling
- Data Analysis
- Testing & alteration

Targeting is crucial to maximizes efficiency and effectiveness of your marketing efforts:

- Increased ROI
- Higher engagement
- Personalized communication
- Higher conversion rate
- Competitive advantage



Retargeting in a first party data environment

Retargeting: Digital marketing strategy that involves targeting ads at users who have previously interacted with a website or shown interest in a product but haven't completed a desired action such as making a purchase.

Here's how it works:

- Visitor interaction on your website, complete a specific action
- You will create an ad using this specific action
- Your ad will be displayed to these visitors



Benefits:

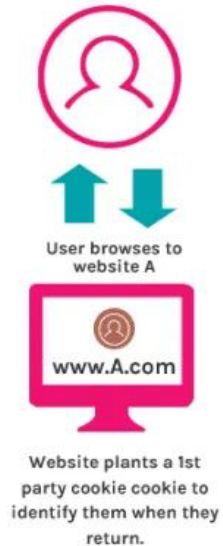
- Increased brand awareness
- Higher conversion rates
- Improved ROI
- Personalized ads

! Please note:

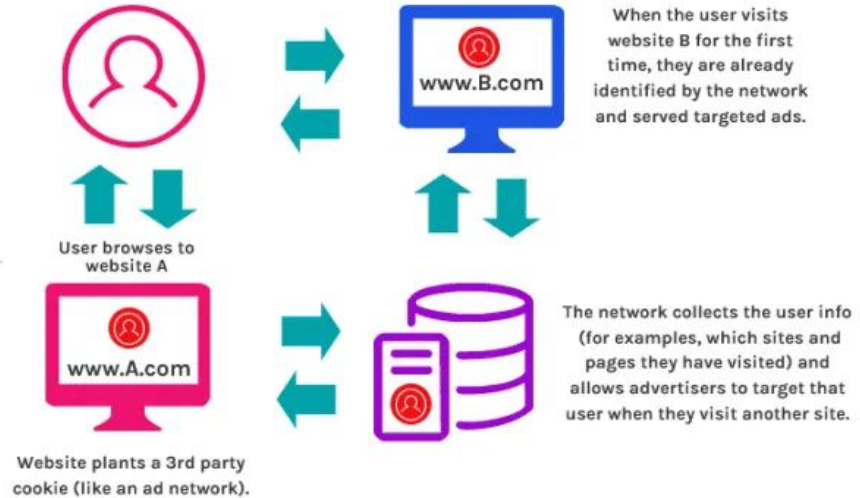
Third party cookies will phase out by end of 2024 on Google Chrome.

Understanding Cookies: First-Party vs. Third-Party

1st Party Data



3rd Party Data



Targeting Strategies in a first party data environment

Contextual targeting: Deliver ads relevant to website content using keywords and context signals. Use keyword targeting on platforms like Google Ads to reach users searching for related terms

Focus

Contextual targeting matches ads to the content of a webpage or platform, ensuring relevance to the surrounding environment

Methodology

Algorithms analyze webpage content for context and match relevant ads accordingly

Example

A company selling hiking gear might place their ads on websites or articles about outdoor adventures, camping, or national parks.



Targeting Strategies in a first party data environment

Lookalike Audience: Reach new people similar to your existing purchaser audience or other important segment.

1. Create your Lookalike Audiences:

- **Source:** Begin with a seed audience
- **Analysis:** Advertising platforms can analyze the characteristics, interests, and behaviors of that seed audience.
- **Expansion:** The algorithms then identify *new* users who share similar traits to your seed audience, creating a "lookalike" group.

2. Targeting:

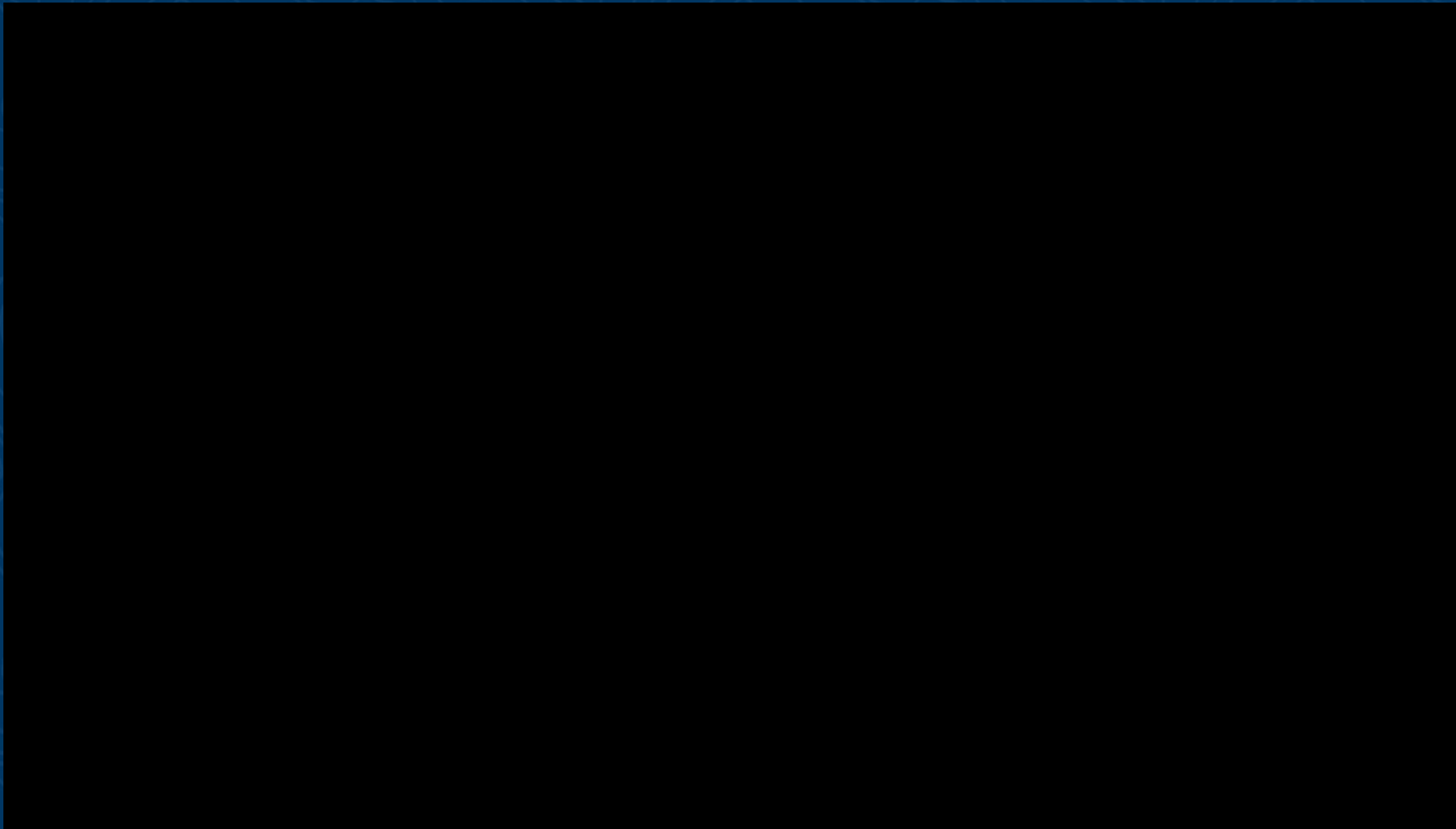
- **Focus:** These newly identified lookalike users are then served with retargeting ads, aimed at encouraging them to take similar actions to your original seed audience.



Demo:

How to create an audience in GA4





Creating an Audience in Meta

1. Go to **Audiences** in Ads Manager.
2. Click **Create audience** and select **Custom Audience**.
3. Click **Website traffic**.
4. Include people who meet any or all of the selecting criteria (eg.website visit).
5. Choose your Pixel from the drop-down.
6. Choose the type of visitors.
7. Enter the number of days you want people to remain in your audience after they visit your website.
8. Give your audience a name, then click **Create Audience**.
9. Once you've created your Custom Audience, you will create a **Lookalike Audience** from it.



Retargeting Strategies in a first party data environment

On Site retargeting marketing strategy that focuses on re-engaging visitors who are already on your website or come back to your site by display personalisation banners, pop-ups, reactivation messages.

How it works

- Tracking Website Behavior
- Real-Time Analysis
- Triggered Interventions
 - Common types include:
 - Pop-ups
 - Exit-intent pop-ups:
 - Slide-in bars or banners
 - Embedded recommendations

Why is On-Site Retargeting Effective?

- Relevance
- Specificity
- Reduced Cart Abandonment
- Improved User Experience



How to track your campaigns with UTM parameters



Why is it important to track your campaigns

Goal: Optimizing your marketing efforts for better results!

Here's why it's so important:

- Identify what works and what doesn't
- Measure your ROI
- Optimize your campaigns
- Understand your audience
- Adapt to changing trends to stay ahead of competition

Roadmap to success!



What are UTM Parameters?

UTM parameters are tags added to URLs for tracking traffic sources. They help you analyze the effectiveness of your campaigns by providing detailed insights into where visitors are coming from and their behaviors.

UTM can track:

- **Source:** Where the traffic came from (e.g., Facebook, newsletter)
- **Medium:** How users reached your site (e.g., paid ad, email)
- **Campaign:** The specific marketing campaign the traffic belongs to (e.g., Summer Sale)
- **Term (optional):** The keyword used to find your site if traffic came from search engines
- **Content (optional):** Specific element clicked within your content (e.g., banner ad, text link)

https://www.example.com?utm_source=facebook&utm_medium=cpc&utm_campaign=summersale&utm_term=boattours&utm_content=summerpromo



! Please note:

It is important to use UTM parameters on your Social Media campaigns to measure the success in GA4

Demo:

How to use the UTM builder tool





Demo:

Where to find my campaigns in GA4 report





Conclusion:

Key Takeaways:

- Targeting is crucial to maximize efficiency and effectiveness of your marketing efforts
- Third party cookies will phase out by end of 2024 on Google Chrome.
- UTM's help you analyze the effectiveness of your campaigns by providing detailed insights into where visitors are coming from and their behaviors

Links:

- [Create A Custom Audience | Meta](#)
- [To create a lookalike audience from the custom audience | Meta](#)
- [UTM Builder Tool](#)
- [\[GA4\] Default channel group](#)



Thank you!





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Our goal is to help each other grow our businesses by **making more money**, **saving money** and **saving time**.

Q & A

