

[Start of video RLSA Ad words. Remarketing Lists For Search Ads Explained. Part 1]

[Beginning of recorded material]

Jace Vernon: Okay, so real quickly I'm going to show you guys the difference between a standard display remarketing campaign and in RLSA remarketing, which RLSA stands for remarketing list for search ads. Okay, so as I kind of explained above is I got really confused with this, which I shouldn't. I do a ton of Ad Words. Well, the other day I started to run these new RLSA ads. They are not that new, but to me they were kind of new, because I've been doing all normal display ads. Okay, so I'm going to show you the main difference between a standard RLSA ad and normal display ad. So first off, whenever you're go into the search engines, let's say you search for something- I put video marketing company right here. So, let's assume that somebody comes to my website, down here where you type in video marketing company and they visit my website.

Now I'm at the website. Now, let's say that this same person turns around and says, okay video marketing production. Got it? Now, we know that they've already been to my website. Now they type in video marketing production. Well, if I'm doing an RLSA ad I can run an ad right here to those who've already visited my site. So, this is a typical search ad. These guys are all doing search ads, but if I wanted to I can come back in here and say okay Google, I know that I already visited this site, or somebody already visited my site, I want you to bid higher on that keyword if they visited my site. That's an RLSA ad. Okay. So, that's not your typical search. Most of the time when somebody comes to your site you will cookie him, then you will run him a standard display ad. Let's say you're over on, this is a good one- KSL.com. So right here, this is a display ad right here up at the top. Okay, now that's normal remarketing. The biggest difference between RLSA ads and standard display remarketing ad campaign is you are able to run these search ads that are up at the top. So, I hope that makes sense. Just remember, you can run them search ads and you can bid higher, because they already came and visited your site before. So, I hope you can see the power in that compared to your normal just standard display ads. You know they're already searching for a second time or third time for that keyword, so they're in the shopping cycle.

Okay, I hope that makes sense. If you have any other questions keep reading. Down below we're going to actually do a video on how to set up RLSA campaign. So, stay tuned, or jump over to the other video and we'll get started.

[End of recorded material]