Stay in front of customers so they come back to your site: **Exclusively Weddings**

EXCLUSIVELY Weddings

This strategy is ideal for any business that wants to stay engaged with their target audience.

What Exclusively Weddings did		How Google Display Network helped
Wedding planning lasts about nine months, so Exclusively Weddings needed to **stay in front of its customers** throughout this entire process.	**Remarketing**	With **remarketing** you can reach customers who have already visited your site and show them highly-targeted ads.
Dividing customers into groups allowed Exclusively Weddings to show ads to people based on what they did when they were on the site.	Remarketing Lists — **Distinct lists**	Google Display Network allows you to **create remarketing lists to target different customer segments.**
Anyone who visited Exclusively Wedding's website saw **banners promoting free samples and catalogues** to get them to come back to the site.	Free! — **Previous visitors**	The most basic remarketing strategy is targeting **anyone who has visited** your site.
Exclusively Weddings **showed on-sale items** to people who had already bought something from them to try and get them to come back and make another purchase.	**Already purchased**	Another powerful remarketing strategy is targeting people who have **already purchased** something from you.
Through search ads, Exclusively Weddings drove visitors to its invitation page. Some weren't ready to purchase, so Exclusively Weddings later showed them ads offering free invitation samples on sites on the Google Display Network.	**Specific page** ▶ **Specific ad**	With the Google Display Network, you can show **specific ads** to someone who has visited a **specific page** on your site.
Sometimes people put something in their cart, but leave without purchasing. Exclusively Weddings later **targeted these users on other websites** with ads promoting their money-back guarantee, to encourage them to purchase.	**Abandoned shopping cart**	To reach customers who have **placed items in their cart** but didn't convert, you can target people who visited your "Shopping Cart" page but not your "Order Confirmation" page.

Google Display Network