

# Follow Website Visitors Across the Internet

Study an **Certificate in Remarketing** with  
The Online Business Academy

 Google  
Remarketing AdRoll ICOES

- ✓ Gain in-demand, future-proof skills that employers value
- ✓ Study at your own pace, on your own schedule
- ✓ Learn from industry experts and experienced educators
- ✓ Real-world outcomes that lead to career advancement



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## About Us

# Welcome To The Online Business Academy

## 94%

of our graduates reported that their education at The Online Business Academy equipped them with valuable skills that they could apply in their professional careers.

## 96%

of our graduates say that The Online Business Academy provided them with up-to-date and industry relevant skills.

At The Online Business Academy, your career advancement is at the heart of our mission. We've reshaped online learning with a personalised touch, offering exclusive 1-on-1 Zoom classes that bring the expertise of industry leaders and education specialists directly to you. Our world-class platform is meticulously crafted around your needs, ensuring that you receive undivided attention and tailored support to excel in your chosen field.

Our courses are carefully curated to ensure they are relevant, up-to-date, and practical, with a strong emphasis on real-world applications. We offer a wide range of courses across various industries, including accounting, bookkeeping, business, graphic design, video editing and digital marketing, web development, and more. All of our courses include assessments such as quizzes, assignments, and exams to measure your progress and provide you with valuable feedback.

We understand that life can be busy, which is why we offer a flexible approach to learning. Our online courses allow you to study when, where, and how you want, with no schedules, classrooms, or due dates to worry about. We also offer a range of support services, including access to a Career Centre, where you can get help with CV preparation, job search strategies, and interview skills.



Advancing Online Education

# A New Way To Learn

The Online Business Academy brings you a bespoke educational experience tailored through personalised 1-on-1 Zoom sessions. Engage in courses meticulously designed to put your individual learning needs in the spotlight, ensuring that every interaction with our expert mentors is focused solely on your educational journey and success.

Immerse yourself in a structured yet flexible curriculum, with the freedom to delve deeply into your studies and emerge with confidence. With us, you're not just learning; you're shaping your future, one personalised lesson at a time.



## #42

We provide 42 high-quality courses curated by leading industry professionals.

### Why Choose The Online Business Academy

Choose the Online Business Academy for tailored 1-on-1 learning with industry experts, designed for focused support and a personalised path to your success.



#### Industry Leading Courses

We're proud to offer industry-relevant courses designed by experienced professionals to equip graduates with the skills and knowledge needed for success.



#### Superior Support

We offer superior support to students like you with 1-on-1 expert tutor guidance and a range of resources to help you succeed in your learning journey.



#### Real Outcomes

We are committed to providing real outcomes by equipping students just like you with skills, knowledge and confidence to succeed in the workforce.





# Certificate in Remarketing

Learn how to effectively follow your website visitors across the internet until they make a purchase, using proven remarketing strategies and techniques. With practical examples and expert instruction, you'll gain the skills and knowledge needed to boost your sales and grow your business. Don't miss out on this opportunity to master the art of remarketing and maximize your online marketing efforts.



Enrol Now



Learn More

## Course Investment

# \$119

Per 1-Hour Zoom Session

Total Cost: \$1428

## Course Duration

# 12 Sessions

## Course Outcomes

- Develop a deep understanding of remarketing and its importance in digital marketing strategies.
- Identify the different types of remarketing campaigns and choose the best one for your business goals.
- Create compelling ad content that resonates with your target audience and increases engagement.
- Analyze data to measure the effectiveness of your remarketing campaigns and adjust your strategy accordingly.
- Implement effective audience segmentation techniques to target specific groups of customers with personalized ads.



### Module 01 Introduction to Remarketing

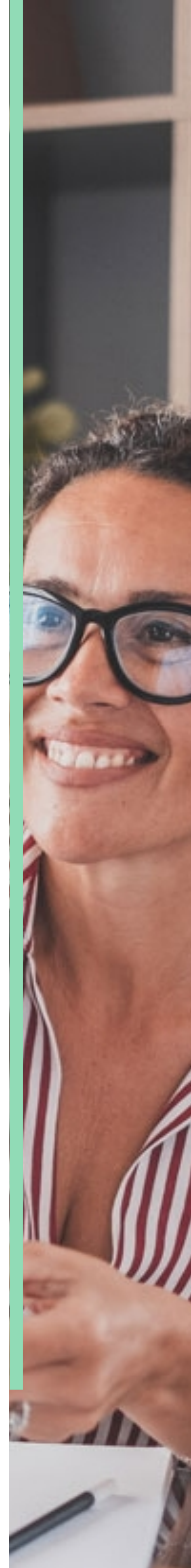
Remarketing, or retargeting, is a digital marketing technique that helps businesses reconnect with visitors who have previously interacted with their website or brand. The goal of remarketing is to persuade these visitors to return to your website and complete a desired action, such as making a purchase or filling out a form. This is achieved through the use of targeted ads that are shown to visitors after they have left your website, and are based on their previous interactions with your brand. For example, if a visitor added an item to their shopping cart but did not complete the purchase, remarketing ads can be used to show them that item again, along with a message encouraging them to complete their purchase. This module will provide learners with an understanding of how remarketing works, the benefits it can bring to businesses, and examples of how it's used in practice.

### Module 02 Understanding how Retargeting Works

This module focuses on providing an in-depth understanding of how retargeting works within the digital advertising ecosystem. It covers various components of digital advertising, including ad exchanges, ad networks, demand-side platforms, and supply-side platforms. Students will also learn about how retargeting works on the inside, including how pixels and cookies are used to track user behavior and how retargeting campaigns can be optimized to maximize their effectiveness. By the end of this module, students will have a solid understanding of the technical aspects of retargeting and how it can be used to drive more conversions and revenue for their businesses.

### Module 03 Developing Retargeting Strategies

Retargeting or remarketing campaigns can be a powerful way to reach and engage with potential customers who have already shown an interest in your product or service. In this module, you will learn how to develop effective retargeting strategies that target these potential customers in a personalized and relevant way. You will explore the foundational elements of remarketing campaigns, including how to identify and segment your audiences based on their behavior and interests. You will also learn how to leverage intent signals, such as the pages they visited and the actions they took on your website, as well as visitor engagement data to optimize your campaigns. By the end of this module, you will have a solid understanding of how to create successful retargeting campaigns that convert potential customers into loyal ones.



### Module 04 Implementing Your Retargeting Strategies

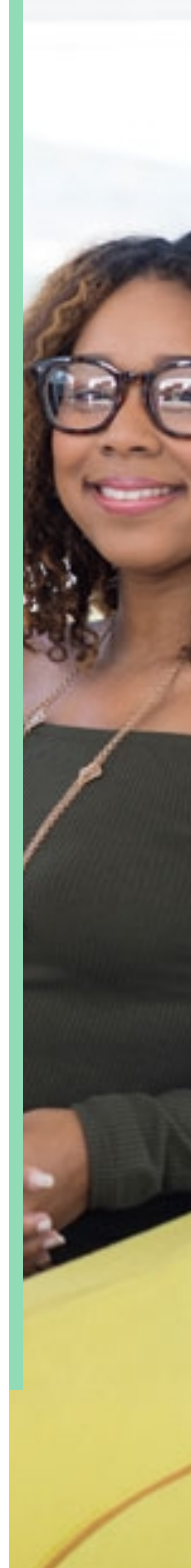
In this module, you will learn how to practically implement your retargeting strategies, starting with funnel-based segmentation to understand where your audience is in the customer journey. You'll also learn how to use your website to plan your remarketing lists, including creating custom audiences based on specific page views or actions taken on your site. Additionally, you will learn how to map your ad groups using your lists and values, ensuring that you are targeting the right audience with the right message. By the end of this module, you will have a solid understanding of how to put your retargeting strategies into action.

### Module 05 Build Your Audience Segments in Google Analytics

In this module, you will be introduced to the powerful tool of Google Analytics for building audience segments for your remarketing campaigns. You will learn how to add the Google Analytics tracking tag to your website and how to verify that it's working correctly. Additionally, you will learn how to navigate your Google Analytics account to find the data you need to build your remarketing audience segments. You will gain an understanding of the various dimensions and metrics available in Google Analytics and how to use them to create specific audience segments for your remarketing campaigns. By the end of this module, you will have the skills and knowledge to effectively use Google Analytics to build audience segments and create targeted remarketing campaigns.

### Module 06 Using Google Tag Manager for Retargeting

The module Using Google Tag Manager for Retargeting will introduce you to the benefits of using Google Tag Manager and how it can be used to implement various retargeting strategies. You will learn how to sign in to your Google Tag Manager account, add the basic Google Analytics tag, set up custom button and link click tracking, add page level scroll depth tracking, and create custom user engagement timers. Additionally, you will learn how to add Google Ads conversion tracking through Google Tag Manager and set up your Google Ads remarketing tag using Google Tag Manager.



### Module 07 Building Your Retargeting Audience in Google Analytics

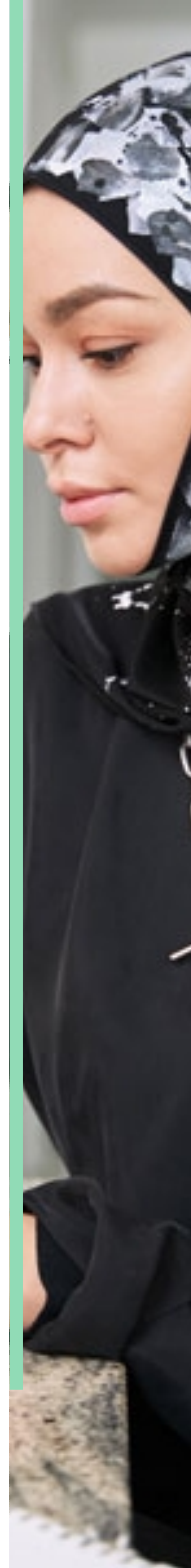
The module Building Your Retargeting Audience in Google Analytics covers various techniques to create and customize retargeting audiences using Google Analytics. The module will take students through the process of linking Google Ads and Google Analytics accounts, building audiences based on URL attributes, Ads campaigns, and Ads data. The module will also cover how to set up remarketing sequences, goal-based remarketing audiences, event-based audiences, and how to import audiences from Google Analytics Solutions Gallery. Additionally, the module will teach students how to use affinity categories and in-market segments to enhance their retargeting campaigns.

### Module 08 Configuring Your Retargeting Audience in Google Ads

In this module, you will learn how to configure your retargeting audience in Google Ads using data from Google Analytics. You will start by learning how to import Google Analytics goals into Ads for conversion tracking, which will allow you to track the performance of your campaigns. You will also learn how to view and analyze Google Analytics remarketing audiences in Google Ads, and how to create customized remarketing lists based on specific website activity, such as page views, time spent on site, or specific actions taken. Additionally, you will explore how to use advanced segmentation techniques, such as excluding certain segments or creating similar audiences, to further refine your retargeting campaigns. By the end of this module, you will have a thorough understanding of how to use Google Analytics to build powerful remarketing audiences in Google Ads.

### Module 09 Google Ads Audience Builder

In this module, you'll learn how to create and configure your retargeting ad lists in Google Ads. This will include creating custom combinations using data from Google Analytics, setting membership durations, and creating rules-based lists to help you target specific segments of your audience. You'll also learn how to use different types of remarketing lists, such as dynamic remarketing lists, to make your ad campaigns more effective and engaging. Additionally, the module will cover how to optimize your ad lists to ensure you're getting the best possible return on investment (ROI) from your retargeting campaigns.







## Career Centre

# We'll Help You Find a Job

At The Online Business Academy, we are dedicated to supporting you on your journey to success. We are confident that by leveraging the resources and connections offered by our Career Centre, you will build valuable networks and gain the confidence needed to secure a new job or promotion.

## Receive a Free CV Review From The Experts at Resume Hub

By partnering with Resume Hub, we provide all our students with an added advantage in their job search. Upon enrolment, our students receive a complimentary comprehensive CV review from expert professionals, ensuring they have the best chance for success in their career.

## What You'll Get With Our Career Centre

- Access to professional CV templates to update your current CV
- Complimentary personalized CV review with feedback to make your CV stand out
- Job tips and resources, including a clear five-step job success process
- Industry-relevant advice to stay up-to-date with the latest industry trends and requirements.



### Very friendly and helpful stuff

They responded very quickly to my initial enquiry. The consultant gave me very helpful advice on which course would be right for me. The follow up was really great too. Helpful but not too pushy. Getting registered was quick and easy too.

**Julie N.**

Certificate in Xero



# What Our Students Say



We pride ourselves in delivering an excellent education experience. See what our students have to say:



**Maria R.**

Certificate in Adobe  
Photoshop

## Exceptional Learning Experience

I had a great experience with the Online Business Academy! The course content was well-structured and easy to follow. The assessments helped me understand the concepts better and the feedback provided was valuable. I'm grateful for the flexible learning schedule that allowed me to study at my own pace. I would highly recommend this academy to anyone looking for a quality learning experience.



**Sarah T.**

Certificate in  
Microsoft Word

## Practical, Relevant and Fun!

I recently completed a Microsoft Word course with the Online Business Academy, and I loved it! The course was practical, relevant, and fun. The online platform was user-friendly, and the support from the academy team was exceptional. The assessments were challenging yet enjoyable, and I learned a lot from the feedback provided.



**Mark J.**

Digital Marketing  
Bootcamp

## Changed my Career Trajectory!

I joined the Online Business Academy to upskill in digital marketing, and it was the best decision I made for my career. The course content was comprehensive and up-to-date, and the assessments were challenging and relevant. The Career Centre helped me prepare a strong CV and provided valuable advice on job search strategies. The skills I learned from this academy have changed my career trajectory, and I'm grateful for the team over at the Online Business Academy.



# Start Upskilling Today!

Follow our easy 4-step enrolment process - it only takes a few minutes to get started today!



1. Click on 'Get Started Now'



2. Proceed to payment



3. Receive login details



4. Start Learning!

Get Started Now, Click Here

