



Step By Step Guide

How to create custom **dynamic** remarketing banners for Adwords with Bannerwise!



This step-by-step document will guide you through the process of uploading a **custom CSV feed** or **Merchant Center XML feed**, creating your custom dynamic banners in the Bannerwise tool, and uploading your dynamic bannerset to your Adwords campaign!

Part I describes how to create a dynamic campaign in AdWords, **Part II** shows you how to build your dynamic banner in Bannerwise. **Part III** will show you how to upload your custom dynamic banner into your dynamic AdWords campaign.

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Elements of your dynamic campaign

1 **Product or service feed**

Create a feed that includes all of your products or services, along with details about each item (unique ID, price, image, and more). These details are then pulled from your feed into your dynamic ads. You'll upload your feed to the Business data section of your Shared library, unless you're a retailer. If you're a retailer, you'll upload your product feed to the Google Merchant Center.

Learn how to create your feed in the following pages!

2 **Tag with custom parameters**

Add the dynamic remarketing tag with custom parameters to all pages of your website. The tag adds your website visitors to remarketing lists and associates them with the unique IDs of the feed items they viewed. You'll find your tag in the Audiences section of your Shared library.

3 **Dynamic ads**

Create your custom dynamic ads with the Bannerwise tool! We'll show you how on page X.

Method A – Creating a CSV Feed

CSV stands for Comma Separated Value, therefore a CSV feed is a comma separated document. Product feeds are mapped based on keys and values, a key is the identifier and the value is the result. For example: {PRICE: '19.90'} in this case price is the key and 19,90 the value.

In a CSV feed the first row consists of the keys, every row below that contains the values.

It can look like this for example:

```
ID, Item title, Final URL, Item description, Item category, Image url
10, Bannerwise test 1, https://bannerwise.io/#benefits, Create effort-
less & save time, USP, https://bannerwise.io/images/slides/2_ss.jpg
20, Bannerwise test 2, https://www.bannerwise.nl, Scale up your banner
production, USP, https://bannerwise.io/images/slides/3_ss.jpg
30, Bannerwise test 3, https://bannerwise.io/#plans, Forget the usual
struggles, USP, https://bannerwise.io/images/slides/0_ss.jpg
```

Method A – CSV Feed Templates

There are different types of feeds for different types of business and you'll want to choose the type that represents your products or services. The type of feed you create should match the business type you selected when creating your dynamic remarketing campaign. Use the **Custom feed** only if the other business types don't apply to your products or services.

To make things easier for you, we created CSV templates for your product feed! You can download these templates per category here, just **copy and paste** the right URL into your browser to start the download:

Custom:

<https://s3.eu-central-1.amazonaws.com/bannerwise-assets/csv/customusecase.csv>

Education:

<https://s3.eu-central-1.amazonaws.com/bannerwise-assets/csv/education.csv>

Flight:

<https://s3.eu-central-1.amazonaws.com/bannerwise-assets/csv/flight.csv>

Hotel and rental:

<https://s3.eu-central-1.amazonaws.com/bannerwise-assets/csv/hotelandrental.csv>

Jobs:

<https://s3.eu-central-1.amazonaws.com/bannerwise-assets/csv/jobs.csv>

Local deals:

<https://s3.eu-central-1.amazonaws.com/bannerwise-assets/csv/localdeals.csv>

Real estate property:

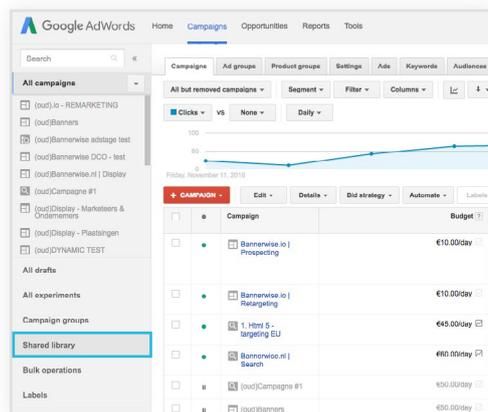
<https://s3.eu-central-1.amazonaws.com/bannerwise-assets/csv/realestateproperty.csv>

Travel:

<https://s3.eu-central-1.amazonaws.com/bannerwise-assets/csv/travel.csv>

Method A – Uploading your CSV Feed

1. Download the right template, fill it in and save it on your computer
2. Login to your [Google Adwords account](#)
3. Go to [Shared Library](#)



4. Navigate to [Business Data](#)
5. Click on [View](#)
6. Press on the [big red + Data button](#)
7. Click on [Dynamic Display Ad Feed](#)
8. Select the right [category](#)
9. Give your feed a name
10. [Browse for files](#)
11. [Upload your feed](#)
12. Select [Upload and Preview](#)
13. Select [Apply changes](#)
14. Press [Ok](#)

Method B – Create XML Feed

1. Login to [Google Merchant Center](#)
2. Click on [Products](#)
3. Go to [Feeds](#)
NOTE, if you already have a feed you can continue with **step 15**.
4. Add a new feed by pressing on the [blue Plus \(+\) button](#)
5. Select Mode: [Standard](#)
6. Select [Products](#)
7. Choose your [Target Country](#)
8. Give your feed a name
9. Click on [Continue](#)
10. For input method choose [Scheduled fetch](#) *Update: At this moment it is not possible to choose Google Sheets. If you are interested in applying Google Sheets, please [contact us!](#)
11. Click on [Continue](#)
12. Enter your file name
13. Copy + Paste the XML URL of your feed into field: [File URL](#)
14. Click on [Save](#)
15. Select the feed by clicking on its name
16. Click on [Schedule](#)
17. Copy the URL that you see at [Fetch settings](#)

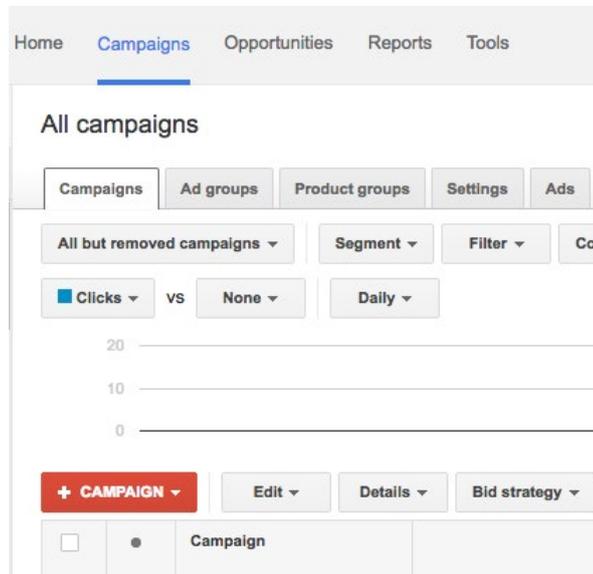
Method B – Link Google Merchant Center

If you're a [retail business](#), you'll need to link your AdWords and Google Merchant Center accounts. Doing so allows your dynamic remarketing campaign to use the product data you submit in your Merchant Center account. You can add multiple AdWords accounts to a single Google Merchant Center account.

1. **Sign in to your [Merchant Center account](#).**
2. **Go to the [3-dot icon dropdown](#) and click [Account linking](#).**
3. **Select [AdWords](#).**
4. **Enter the [AdWords customer ID](#) of the account you want to link.**
5. **Click [Add](#).**
6. **Sign in to your AdWords account and approve the link request from Merchant Center.**

Part I – Create your Dynamic Campaign

1. Sign in to [AdWords](#)
2. Click [Campaigns](#), and the tab [Campaigns](#)



3. Click [+Campaigns](#)
4. Select [Display Network only](#)
5. Leave the [Marketing objectives](#) option selected and under [Drive Action](#) check [Buy on your website](#)
6. Choose a [bid strategy](#), and [budget](#)
7. Expand [Show additional settings](#)
8. Expand [Dynamic ad settings](#) and check [Use dynamic ads](#)
9. Click [Business type](#) and choose the business type that represents your products or services. If your business type is retail, select "retail" and link your Google Merchant Center account. If your business type isn't listed, select "Other - custom option."
10. Click on [Feed](#) and select the feed you've uploaded previously in the dropdown.
11. Enter a [campaign name](#)
12. [Save and Continue](#)
13. Enter an [ad group name](#) and [bid](#).

14. Under **Choose how to target your ads**, click **Interests and remarketing**.
15. In the 'Select a category' drop-down menu, choose **Remarketing lists**.
16. **In case you don't have remarketing lists yet: click **Set up remarketing to begin the 2-step process for creating your remarketing tag and lists**:**

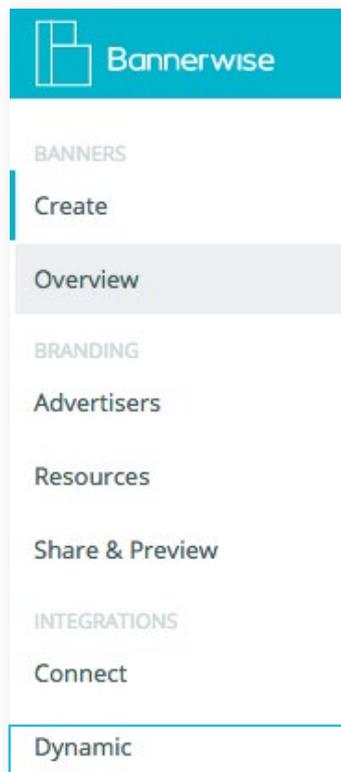
Step 1: AdWords will create the remarketing tag for you. You'll be able to email the website remarketing tag ID to yourself or your webmaster, along with instructions on how to add it to your website or app. If you use Google Analytics, you'll see a checkbox to use the tracking code that's already on your website instead.

Step 2: AdWords will create an "All visitors" list to get you started, so you don't need to create this list yourself. The "All visitors" list includes everyone who has visited tagged pages on your website. You can later create new lists for your different groups of website visitors.

17. **Down the page, click **Skip ad creation****
18. **Go to Bannerwise!**

Part II – In the Bannerwise tool

1. **Login to Bannerwise!**
If you don't have an account yet, [get your free trial!](#)
2. **Click on Dynamic**



3. **Click on Add Feed**
4. **Choose one of these two networks:**

Select **Google Adwords** if:

A - You want to upload a .CSV file

If you haven't created this before, check out **page 3** for a step-by-step guide

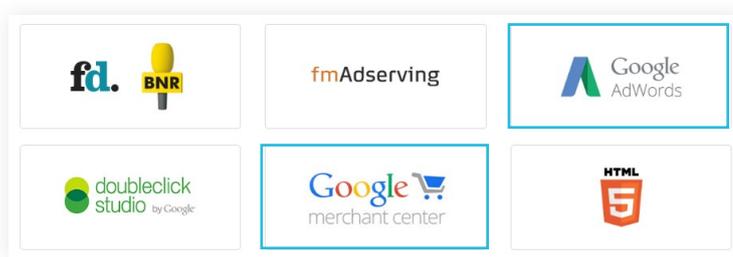
Select **Google Merchant Center for Adwords** if:

B - You want to upload a Google Merchant Center feed (yourfeedname.xml)

If you haven't done this before, check out **page 5** for a step-by-step guide on creating your .XML feed in Google Merchant Center.

5. **Click Add your feed**
If you get a notification 'Oops! something went wrong' please give us a call!

6. Click on **Create**
7. Click **Start from scratch**
8. Give your bannerset a name
9. **OPTIONAL:** If you are an Agency – **Choose your advertiser**
10. Select your network:
For .CSV choose **Adwords**
For .XML choose **Google Merchant Center**



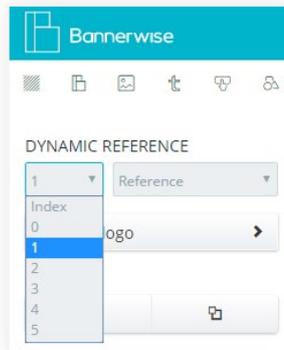
11. Select all your **banner sizes** that you want to create
12. Choose a banner type: **Dynamic banner set**
13. Click on **Feeds**



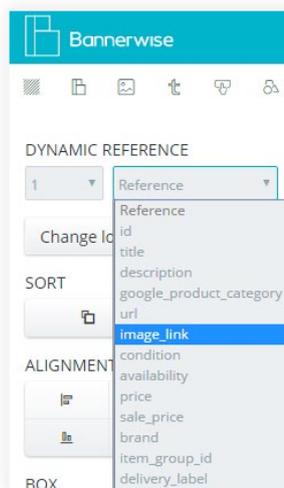
14. You will find your feed in the dropdown
15. **Now it's time to have fun – design your banner!**
For example: add your background, logo, placeholder picture(s), placeholder text element for product price, placeholder text element for product title, etc.
16. **Let's make the banner dynamic!**
In the Bannerwise tool we work with placeholder images for you dynamic content. Just add a random image or text element, on the location of the images and text elements you wish to make dynamic. For example you can put 1 product on 1 slide, 3 products on 1 slide, or 3 slides with each 1 product.
17. Click on the **element** you wish to make dynamic
18. In this example we will make the product picture dynamic:

19. Select the [index](#)

Make sure the index number is always the same for all references that are linked to the same product.



20. Select the [reference](#)



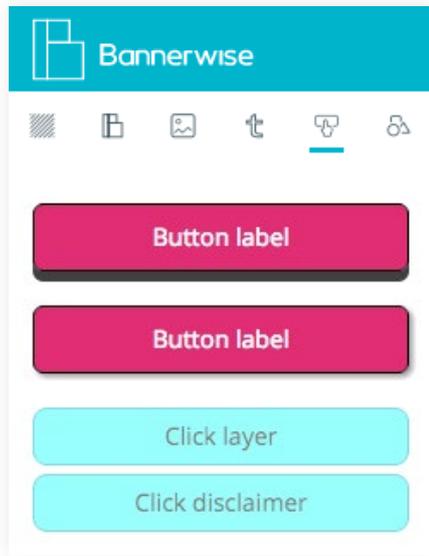
21. Repeat these previous two steps for the other dynamic elements - product title, price, etc.

22. Finish your design with the perfect animations!

23. Ready to generate the other sizes? Generate and adjust [the next sizes!](#)

24. Are you happy? Add invisible click layers to all banners - Go to [Buttons](#)

25. Select [Click layer](#)
(See the image on the next page)



26. Drag the Click layer over the clickable area of your banner



27. Select the **index** again

Make sure the index number is always the same for all references that are linked to the same product.

28. When you choose **the reference**, select **URL**

29. Press **Save!**

30. Click **X** to exit the Builder

31. Click **X** again to exit the Manager

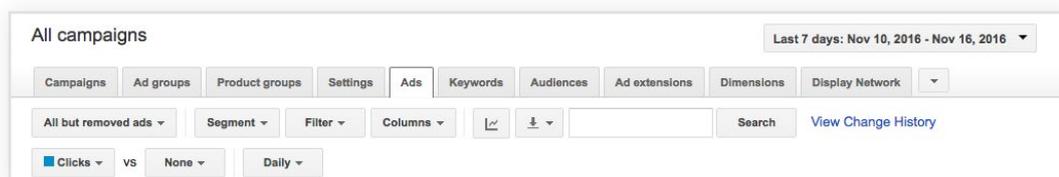
32. You will enter the Overview page.

33. Your recently created bannerset is listed in the Overview. Click on **Export**

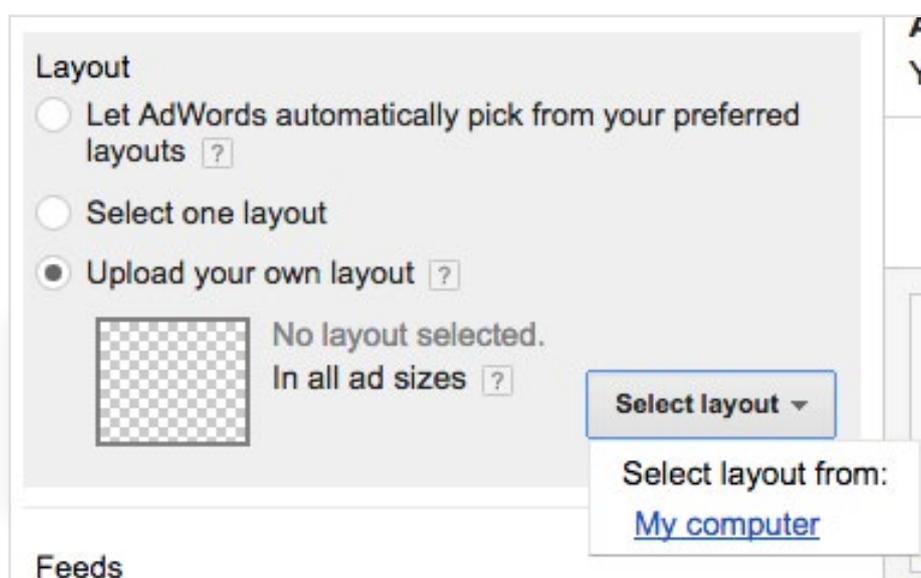
34. If you choose method A: Select the **Adwords** network
If you choose method B: Select **Google Merchant Center**
35. Choose your **Banner Sizes**
36. Choose your type of **Output: HTML5**
37. **Download!**

Part III – Upload your banner set

1. Login to your [Google Adwords account](#)
2. Go to [Campaigns](#)
Select your dynamic remarketing campaign that you have created previously.
3. In your campaign, click on the tab [Ads](#)



4. Click the [big red +AD button](#)
5. Select [Ad gallery](#)
6. Choose [Dynamic Ads](#)
7. When you have a custom CSV feed: Select [Custom Image Ad](#)
When you have a Merchant center XML feed: Select [Dynamic Product ads - Image ad](#) In the left menu you'll see the name of your feed.
8. Select [Upload Your Own Layout](#)
9. Click on the dropdown: [Select Layout](#)



10. Choose **My Computer**
11. Upload the bannerset that you've just downloaded in the Bannerwise tool
12. Click on the **big blue Save button** in the left corner
13. Now you are ready to run your custom dynamic ad campaign!