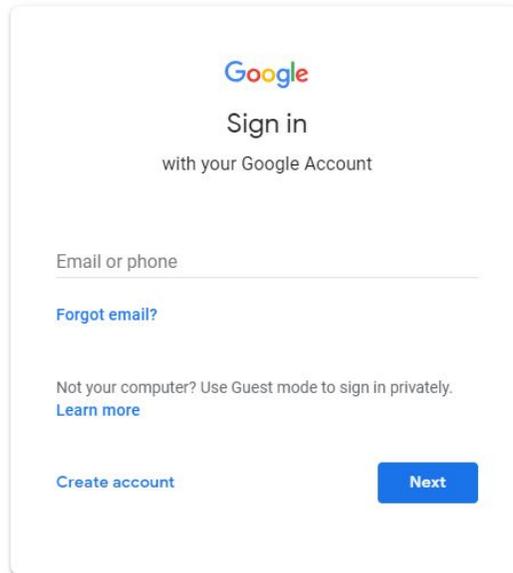
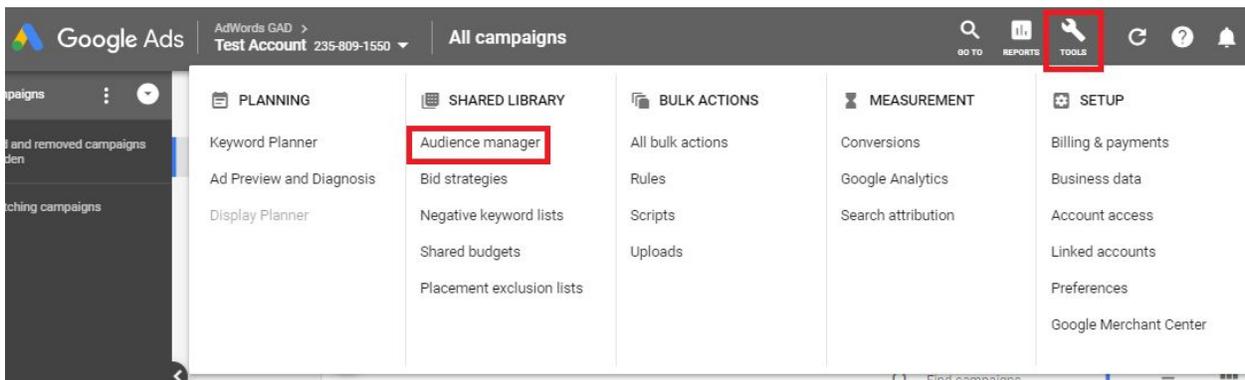


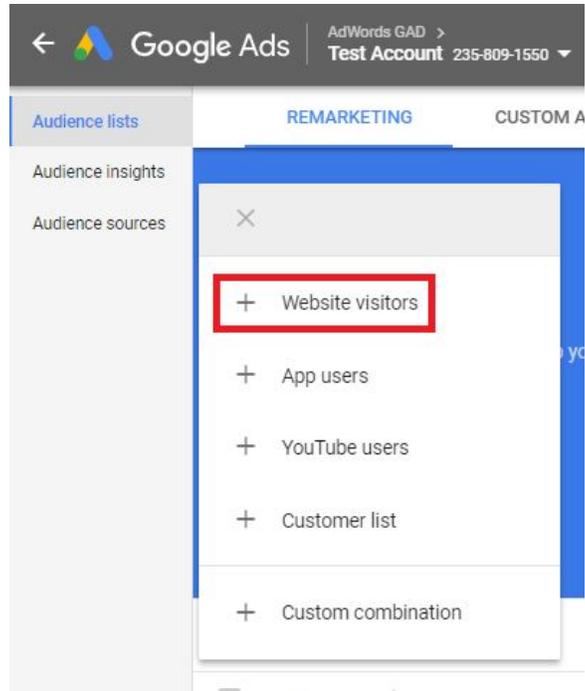
1. Sign in to Google Ads.



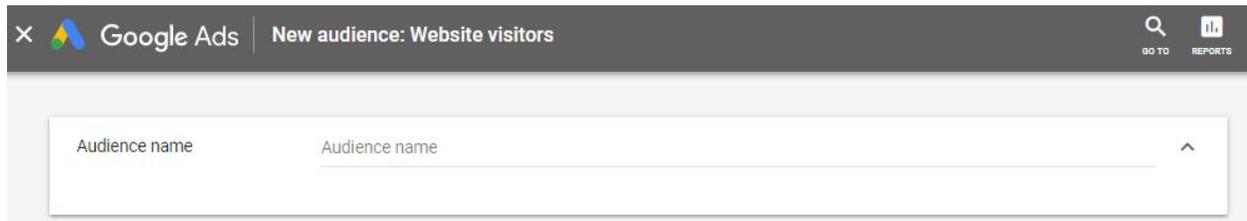
2. To open the Shared Library, click the tool menu  and click Audience manager.



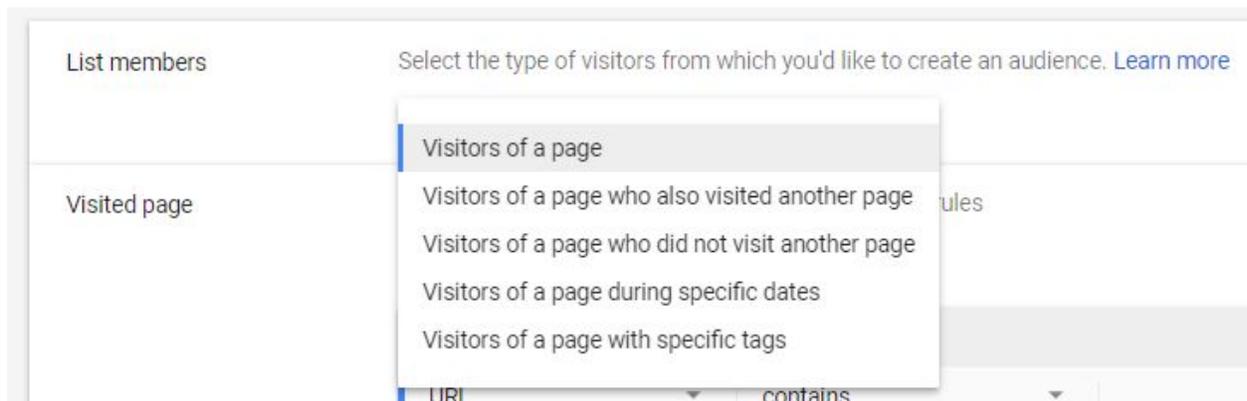
3. To add a website visitors list, click the plus button  and select "Website visitors".



4. On the page that opens, start by entering a descriptive remarketing list name.



5. Choose a template from the "List members" drop-down menu.



6. Select a set of rules from the "Visited pages" drop-down menu options. For each menu option, add the conditions for web pages on your site where you'd like to collect visitor cookies. Values can be words, a number, or a date, depending on the rule template and

conditions you selected for the list you're creating. Once you've completed a rule, click ADD.

Visited page

Include people that visited a page with the following rules

Match any rule group

Match every rule group

URL contains AND

OR

7. Enter an initial list size, which is the number of visitors during a set period of time. You can increase your initial list size by including people from the last 30 days.

Initial list size

Select the initial list size

Include people from the past 30 days

Start with an empty list

Google Ads can add site visitors from the previous 30 days to your list, or you can start with 0 list members

8. Enter a membership duration, which is how long you want a visitor to stay on your list. You can change the membership duration at any time.

Membership duration

Enter the number of days people should remain in the audience

30 days

The maximum membership duration is 540 days

Membership duration is the amount of time someone will stay on your remarketing list after interacting with your business

9. Enter an optional description of your audience.

Description

Describe this audience

Add an audience description (optional)

10. Click

CREATE AUDIENCE