

Google Ads Retargeting Audience Segmentation Worksheet

1. Website/Campaign Details

Website / Landing Page	
Campaign Goal	
Primary Product/Service	

2. Segmentation Criteria

Audience Segment Name	Criteria / Behavior	Remarketing Duration (Days)	Ad Message/Offer	Notes

3. Audience Source

Source (Website, App, YouTube etc.)	
Data Collection Method (Tag, Analytics, List upload etc.)	

4. Exclusion Rules

Exclude Audience (e.g., purchasers, converters)	
Additional Notes	

5. General Notes

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