

# Dynamic Remarketing

## Display Network Campaigns:

Dynamic Remarketing enhances Display Network campaigns by showing personalised ads to users interacting with a website or its products/services. It dynamically adjusts and displays relevant ads featuring specific products or services that users have shown interest in, increasing the chances of re-engagement and conversions.

## Performance Max Campaigns:

Dynamic Remarketing in Performance Max campaigns delivers personalized ads across multiple Google advertising channels. Dynamic Remarketing improves relevance, engagement rates, and overall campaign performance by tailoring ad content to each user's behavior and preferences.

## App Campaigns:

Dynamic Remarketing in App campaigns leverages personalized messaging and dynamic ad creatives to re-engage users who have installed or engaged with a mobile app. It delivers customized ads to encourage app reopening, completion of unfinished actions, and discovery of new features, enhancing user retention, engagement, and conversions.

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