

Retargeting

Test, scale, retarget

How we turn someone who saw you once into a client who messages you, in a four week test campaign on TikTok, Instagram, and Google Maps.

This guide's term, from Qamoos Tasweeq

What does Retargeting mean?

إعادة الاستهداف

You go back with an offer instead of starting from zero.

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■ A joint release

Two brands, one guide

Growth

Growth for Marketing

A Saudi marketing agency

We run business accounts end to end: content, ads, and monthly reports. In this guide we show how we work in practice.

growthksa.com**قاموس التسويق****One marketing term at a time, in plain words**

An Arabic channel on Instagram and TikTok that explains marketing terms simply. In this guide it explains the terms you will meet.

@qamoos_altswееq

Growth shows how the work is done. **Qamoos Tasweeq** explains what the words mean.

■ The idea, simply

What does retargeting mean?

Most people do not buy the first time they see you. Retargeting is how we go back to them with the right message.

Definition

Showing your ad to people **who engaged with you before**: they watched a video, liked a post, saved it, visited your profile or website, or messaged you. Instead of starting with a stranger every time, you continue the conversation with someone who knows you.

An example from a shop

A customer walks into the shop, stops at a shelf, and leaves without buying. Retargeting is meeting them later and saying: “The offer you liked is still here.”

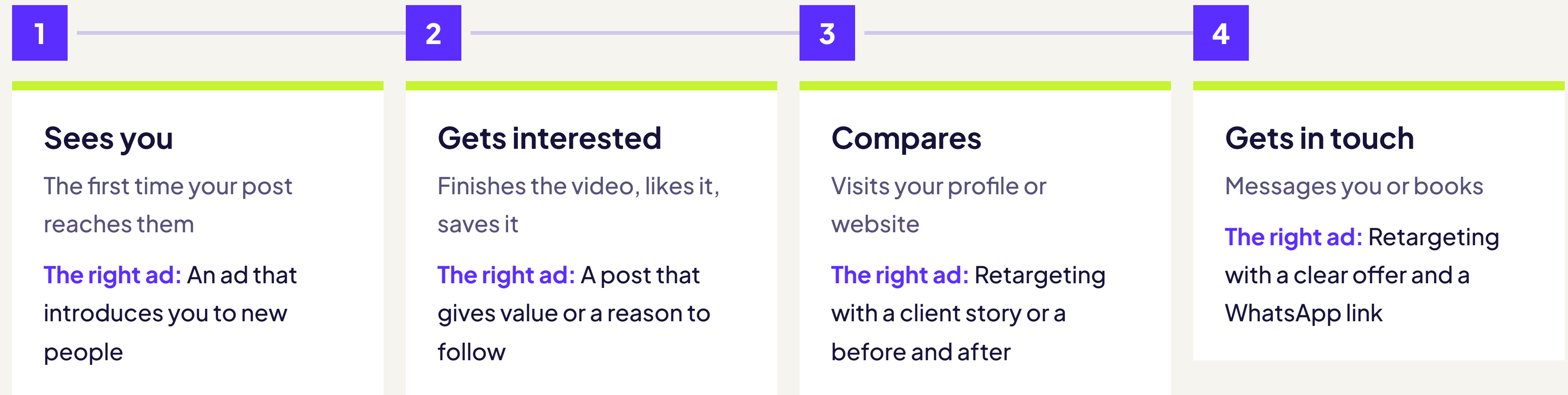
A regular ad: speaks to people who do not know you, so it takes time to convince them.

Retargeting: speaks to people who know you, so it continues where they stopped.

■ Why we need it

People go through four stages before they contact you

A regular ad works at the first stage. Retargeting moves people from one stage to the next.



■ Who we retarget

Three audience temperatures

Cold

Does not know you yet

- People with the same interests in the same city
- An audience similar to your clients (Lookalike)

Goal: they see you for the first time.

Warm

Engaged with you once

- Watched half the video or more
- Liked, commented on, or saved a post
- Visited your profile

Goal: they trust you more.

Hot

Close to deciding

- Visited the service or pricing page
- Tapped the WhatsApp link but did not finish
- Engaged more than once

Goal: they get in touch now.

On TikTok and Instagram, these audiences build up automatically inside ads manager from people's engagement with your account. Website visitors need tracking codes (Meta and TikTok pixels and the Google tag), and Google uses them as a signal for Maps and search ads.

■ Platforms

Three platforms, each with a role in the journey

We do not repeat the same ad everywhere. Each platform serves one stage before a person gets in touch.

Reach and testing

TikTok

- Reaches new people fast at a low cost per view
- The best platform to test which idea grabs attention
- Builds an audience of people who watched the full video or half of it, and who visited and engaged

Trust and engagement

Instagram

- Where people check you out: the grid, highlights, and stories
- Builds an audience of people who engaged, saved, visited the profile, or messaged you
- The strongest platform for retargeting with carousels and stories

The moment of decision

Google Maps

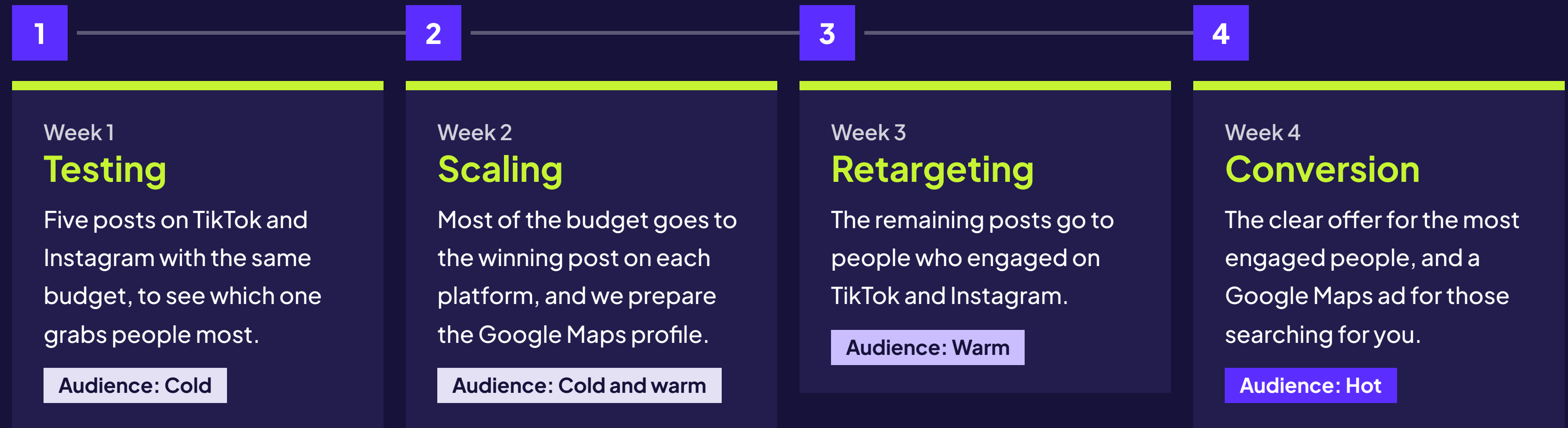
- A warm person searches for you before getting in touch: “near me” or your business name
- Your profile holds reviews, photos, posts, WhatsApp, and call
- An ad that shows as a highlighted pin on the map for people searching in your area

TikTok brings people in, Instagram builds trust, and Google Maps closes the decision. The same message and the same offer on all three, in a format that fits each one.

■ The campaign

Four weeks, one job each week

The idea: let the numbers choose the strongest post instead of guessing, then continue the conversation with those who engaged until they get in touch.



Five posts, everything else fixed

How we test

- Five posts with different ideas: a video, a carousel, an image, a client story, a quick tip
- The same budget for each post
- The same audience and the same city, on TikTok and Instagram, each platform on its own
- The same duration: seven full days before judging

What we measure

- Views: how many people the post reached
- Engagement rate: how many liked, commented, or shared
- Saves and shares: the strongest sign that content is worth it
- Cost per engagement

The rule for judging: The winner is the post with the highest engagement and saves, not just the most views. Views can be cheap and shallow, while saves and comments mean the person truly cared. A different post may win on each platform, and that is normal. From day one, everyone who engages joins our warm audience.

We double down on the winning post

1

Most of the budget for the winner

The post that proved itself takes the biggest share, because every riyal there brings cheaper engagement.

2

The runner up stays for comparison

The second ranked post continues with a small budget, so we know the winner did not win by chance.

3

A lookalike audience

We ask the platform to find people similar to those who engaged in week one (Lookalike), so the warm audience grows.

In the same week we prepare **Google Maps**: recent photos, a reply to every review, a post with the offer, and WhatsApp and call buttons. The warm audience will search for you soon, and they need to find a profile that convinces them.

■ Weeks 3 and 4 | Retargeting

The remaining posts go to people who know you

Week 3

We continue the story with the warm audience

- We boost the remaining four posts on TikTok and Instagram, but **only** to people who engaged with us
- A sequence, not repetition: each person sees a new post every time
- Two to three times a week per person at most
- Goal: they visit the profile and trust you more

Week 4

The clear offer for the most interested

- One ad with a specific offer: “A free review of your account”
- Shown to people who engaged more than once or visited the profile or website
- One button: message us on WhatsApp with a ready message
- And on Google Maps: an ad shown as a highlighted pin for people searching for your type of business nearby, plus a post with the same offer on the profile
- We exclude everyone who already messaged us, so they are not bothered by ads

This is where “boost the remaining posts” becomes real retargeting: the same posts, but for the audience that already saw us, in an order that leads them to get in touch.

■ How we launch, then retarget

Two campaigns, with an audience that builds up between them

This is the whole mechanism on one page. The next pages detail each step as it appears inside ads manager.

1

Launch campaign

TikTok and Instagram

Five posts for a cold audience in your area

2

Warm audience

Builds up automatically

Everyone who watched, engaged, or visited the profile or website

3

Retargeting campaign

TikTok, Instagram, and Google Maps

New posts, then a clear offer for this audience only

4

WhatsApp messages

The result

Leads we reply to and whose cost we measure

The first campaign **catches attention**, and the platform saves everyone who engaged into a custom audience. The second campaign **continues the conversation** with that audience only, until they get in touch.

■ Step 1 | Launch the campaign

Setting up the launch campaign in the first two weeks

TikTok		Setup
Objective	Video views	
Audience	Jeddah, ages 22 to 45, interests: small businesses and shops	
Budget	The same amount for each ad, daily	
Ads	Five posts, each as its own ad	
Duration	Seven days before judging	

Instagram		Setup
Objective	Engagement	
Audience	The same area, ages, and interests	
Budget	The same amount for each ad, daily	
Ads	The same ideas in Instagram formats: reels and carousels	
Duration	Seven days before judging	

After seven days we rank the ads by engagement and saves, raise the winner’s budget in week two, and lower the rest. Throughout this time, step two runs on its own.

■ Step 2 | Collect the audience

The platform saves everyone who engaged into a custom audience

Custom audience | TikTok

Watched 50% of the video or more	Last 30 days
Engaged: like, comment, share	Last 30 days
Visited the profile	Last 30 days

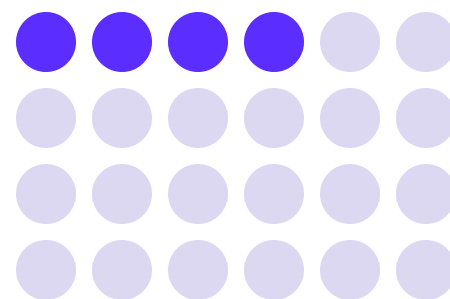
Custom audience | Instagram

Engaged with the account or any ad	Last 30 days
Saved a post or messaged the account	Last 30 days
Watched the reel to the end	Last 30 days

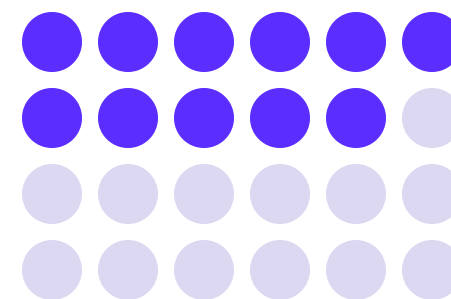
Custom audience | Website and Google

Visited the website	Meta and TikTok pixels
Visited the services page	Google tag
Tapped the WhatsApp link	Tracked event

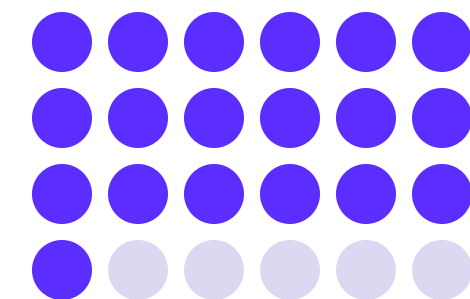
The warm audience grows every day while the launch campaign is running. Nothing manual is needed: we set the rules once and the platform adds people automatically.



Day 1



Day 7



Day 14

■ Step 3 | Retarget

Setting up the retargeting campaign in the last two weeks

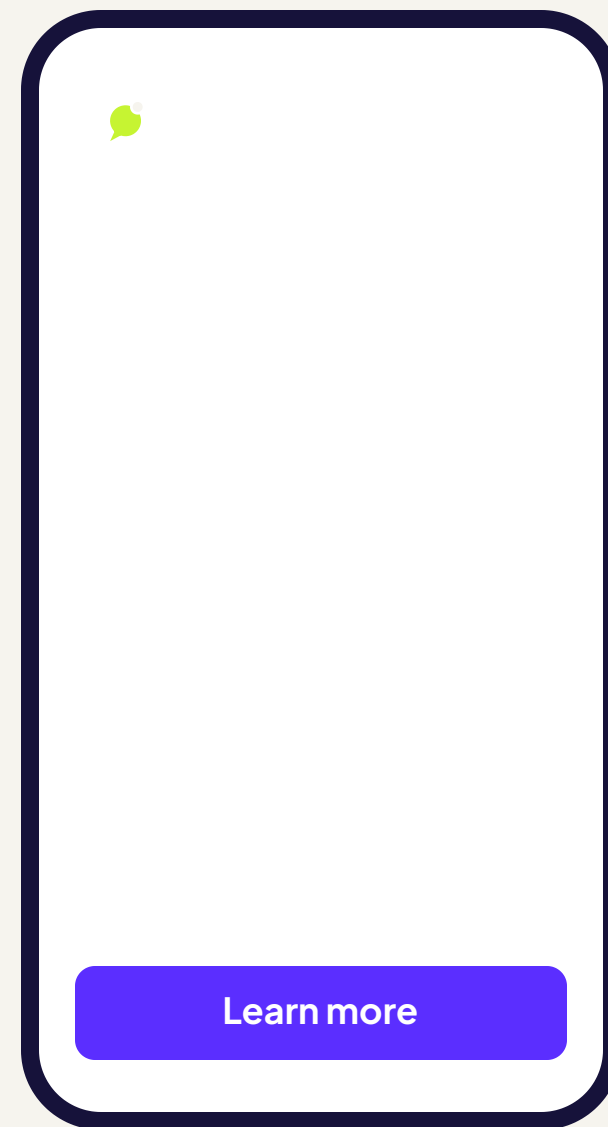
TikTok and Instagram Week 3		Setup
Audience	The warm audiences from step 2	
Exclusions	Everyone who already messaged us	
Ads	The remaining four posts, in sequence	
Frequency	Two to three times per person each week	
TikTok and Instagram Week 4		Setup
Audience	People who engaged more than once or visited the profile or website	
Exclusions	Everyone who already messaged us	
Ad	One offer: a free review of your account	
Button	Message us on WhatsApp with a ready message	
Google Maps Week 4		Setup
Placement	A highlighted pin on the map and in nearby results	
Signal	Website visitors from the Google tag	
Search	Marketing agency, account management, near me	
Profile	Reviews, photos, the offer post, WhatsApp, and call	

The same person sees Growth on TikTok, then in an Instagram story, and when they search they find it first on the map. That is retargeting across three platforms.

■ What the person sees

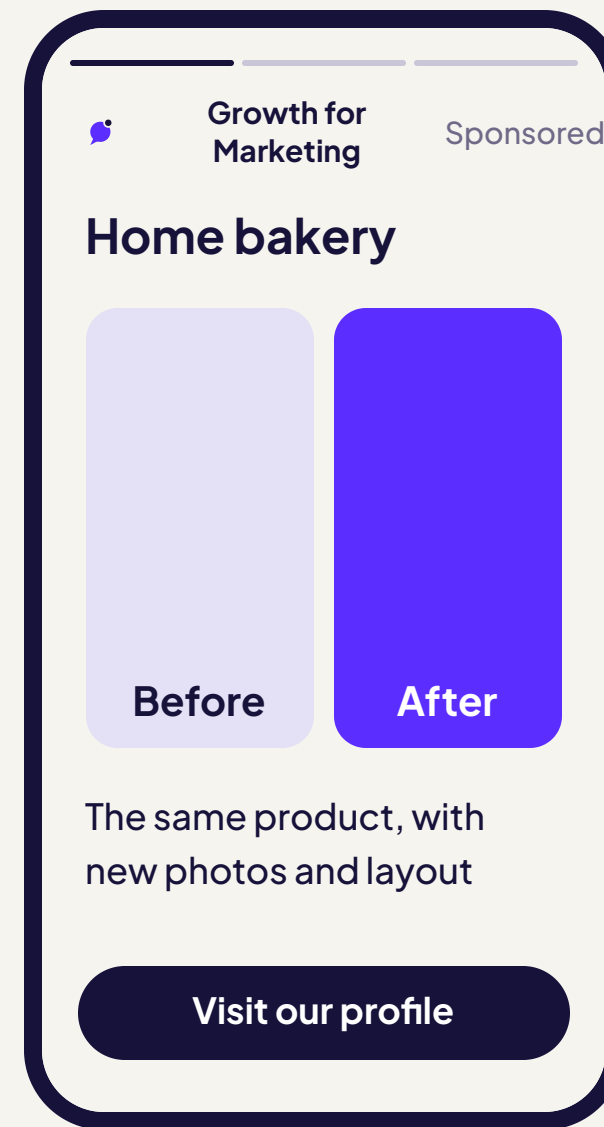
One person, three moments, three platforms

Illustrative designs. Real ads are designed in the account's identity.



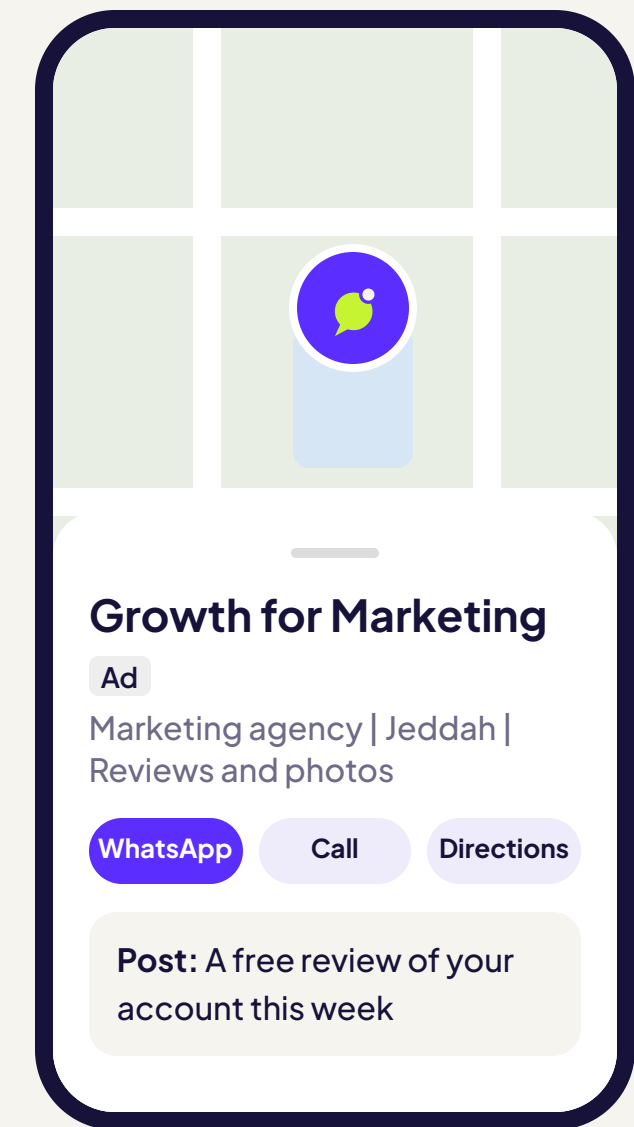
Week 1 | TikTok

An ad that introduces us to a cold audience



Week 3 | Instagram

A story that builds trust with a warm audience



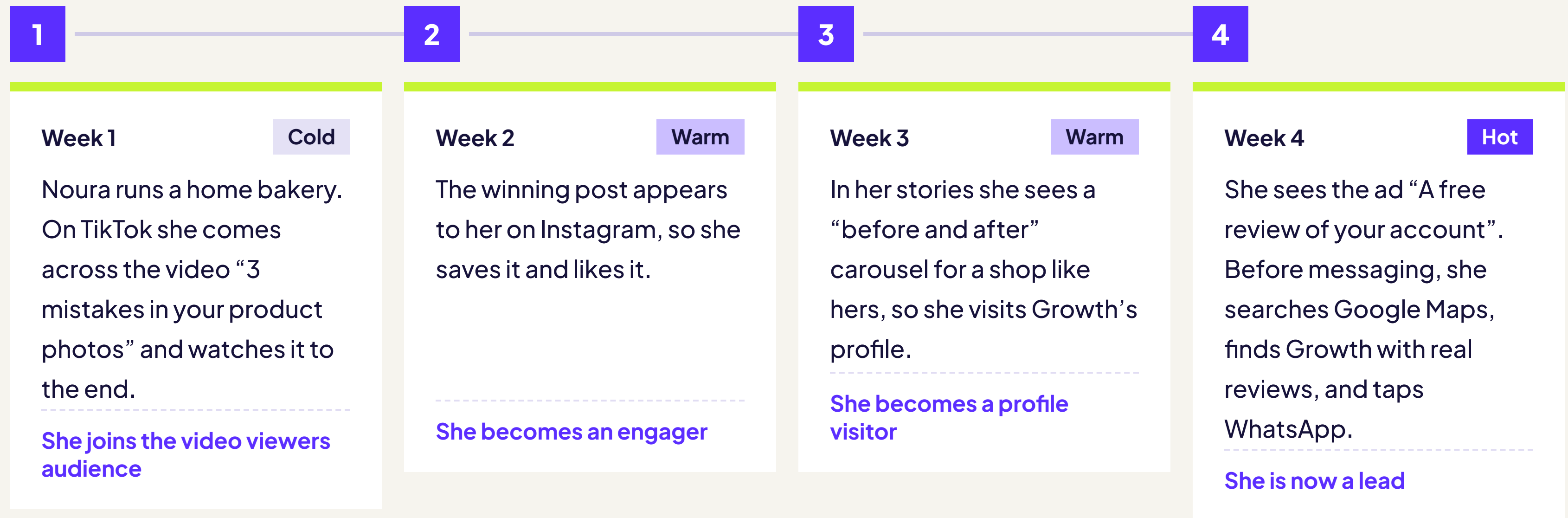
Week 4 | Google Maps

A pin and a profile that close the decision

■ The scenario

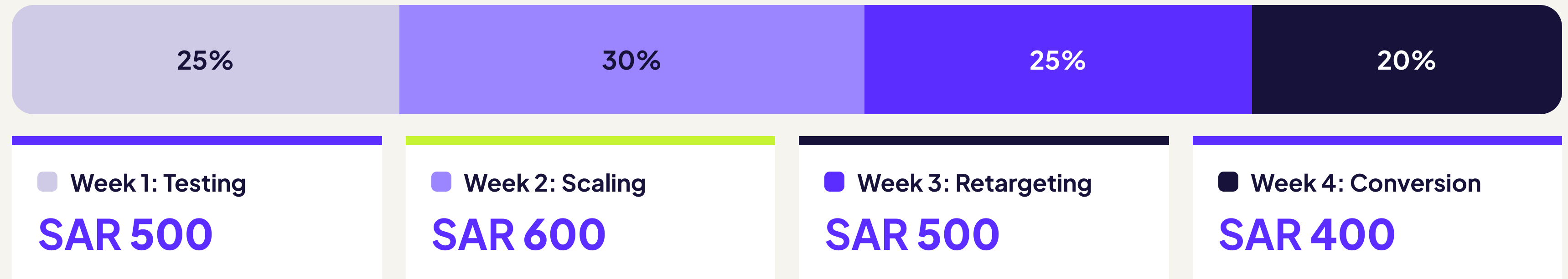
Noura's journey: from first view to first message

A fictional person showing how one individual moves between audiences during the campaign, with each step made by a different ad.



■ Budget example

How SAR 2,000 could be split across the four weeks



And across platforms, roughly: TikTok 40% Instagram 40% Google Maps 20%

An illustrative example only. The actual split depends on the account, the platform, and the goal, and may change after week one.

■ How we strengthen the idea

Six additions that make the result clearer

Your idea is strong: test, scale the winner, then boost the rest. These additions turn it from boosting posts into a complete retargeting campaign.

Judge by engagement, not views

Saves, comments, and shares measure real interest, while views alone can be cheap.

One variable in the test

The same audience, budget, and duration, with only the post changing, so the result is fair.

Build audiences from day one

Half video viewers, engagers, and profile visitors build up automatically from the first ad.

A sequence, not repetition

Each person sees something new, two to three times a week at most, so they do not get bored.

Exclude those who converted

Anyone who messaged or bought leaves the week four ads, so we neither pay for them nor bother them.

Clear tracking

A WhatsApp link with a ready message for each platform, plus Meta and TikTok pixels and the Google tag, so we know which ad brought each message.

■ Before launch

What we need, and what we measure every week

What we need before we start

- A business account on Instagram and TikTok
- Ads manager on Meta and TikTok, and a Google Ads account
- A verified Google Maps profile, updated with photos and reviews
- Tracking codes on the website: Meta and TikTok pixels and the Google tag
- Five ready posts with different ideas
- A clear week four offer and a WhatsApp link with a ready message

The weekly report

- The winning post on each platform and why it won
- Engagement rate and cost per engagement
- The size of the warm audience each week
- Messages and cost per message, plus Google Maps profile visits, direction requests, and calls
- One decision: continue, adjust, or stop

Three terms from this guide

What does **Retargeting** mean?

إعادة الاستهداف

Ads shown to people who engaged with you before: they watched, liked, or visited.

In plain words: You go back with an offer instead of starting from zero.

What does **Warm Audience** mean?

Warm audience | الجمهور الدافئ

People who know you or engaged with your content, so they are more likely to buy.

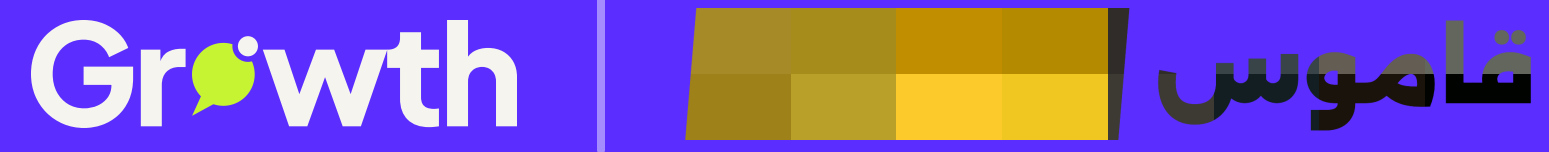
In plain words: People who have heard of you; not strangers.

What does **Pixel** mean?

كود التتبع

A small code on your website that records visits and orders, so the platform knows who to target.

In plain words: It lets the ads know who visited your site.



Conversations that grow brands

We prepare the five posts with you and launch week one.



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