

Action Steps:

1. Go to the audience section of your business manager.
2. Click on create an audience and choose the custom audience.
3. After this choose all website visitors in the last 10 days.
4. Now create a new audience of all website visitors but in the last 20 days and exclude the last 10 days so in this way you can get the best results with your remarketing.
5. Replicate this same process but in the last 30 days and exclude the last 20 days do it until you reach the last 60 days.
6. Now finally use these audiences separately to test which audience is performing the best according to your niche.