

Managing & Scaling Online Ad Campaigns



MANAGING & SCALING ONLINE ADS



1) Targeting

Reaching the right people who are most likely to purchase



6) Setup Retargeting

Setup retargeting ads to maximize performance and repeat customers



5) Scale Campaigns

Maximize budgets of winning campaigns and expand targeting



2) Ad Creative

Build engaging ads that encourage users to take action and convert



3) Track Conversions

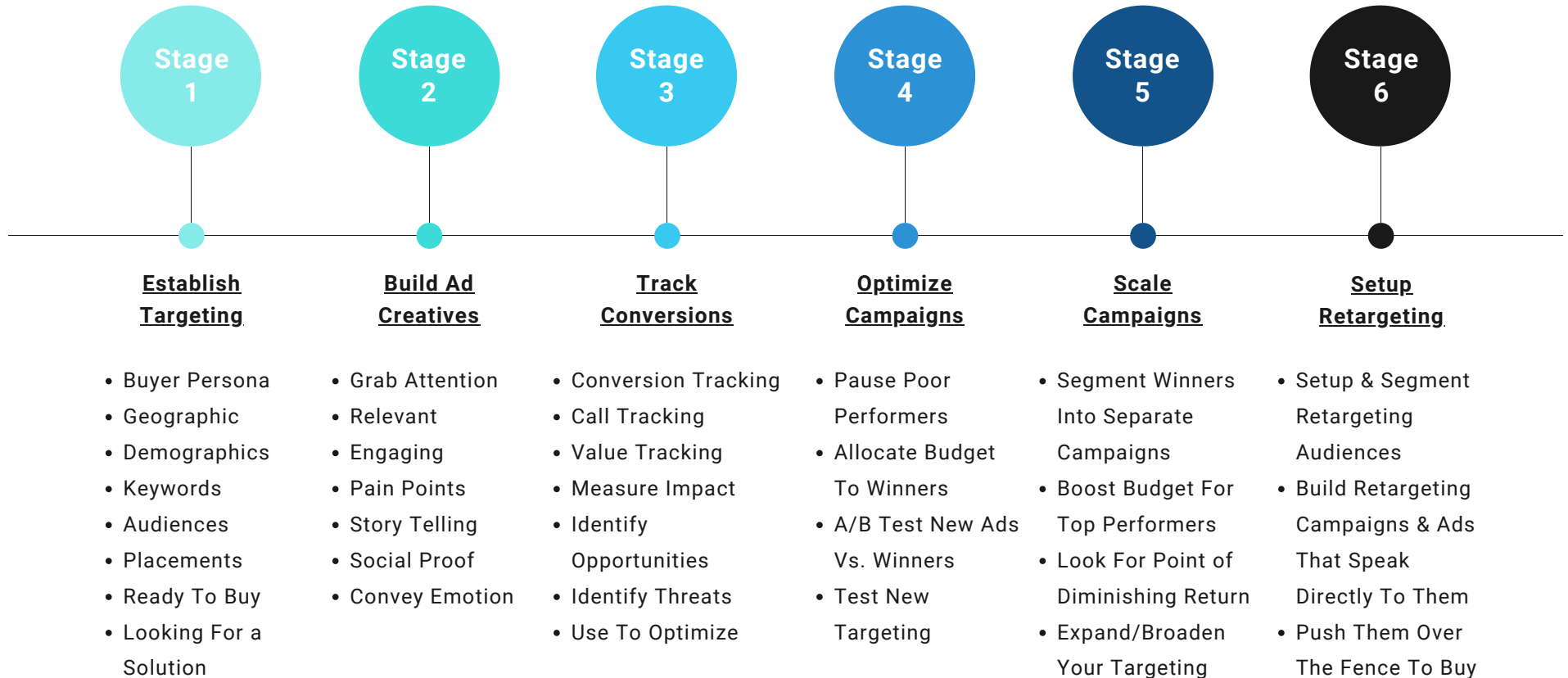
Monitor performance to see who is buying through conversion tracking codes



4) Optimize Campaigns

Cut poor performing ads and A/B test new ones vs. the winning ads

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