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# What would you change in a campaign?

You just learned that return on ad spend (ROAS) targets for digital channels are usually set relative to an overall campaign-level ROAS across a mix of media.

Consider the following scenario. You are monitoring the analytics for your campaign when you recognize that the ROAS is not meeting your target.

What actions can you take to make adjustments? In your response, consider:

- Campaign duration
- Media mixes
- Budgets
- Performance goals
- Bidding strategy

Please respond in 5–10 sentences. Then, visit the discussion forum to learn about your peers' approach, and reply to at least two posts.

Participation is optional

## Your Reply

Type your response here...

**B** *I* U  $\Sigma$   $X_2$   $X^2$

Reply

