Ai Media Group Campaign Worksheet

589 8th Ave New York NY 10018 • Tel 212 660 2400 • aimediagroup.com

AiMG Rep Name: _____

Customer Information:

Campaign Name: _____

Customers URL: _____
*this URL should indicate the DISPLAY url to be used in ads. any specific deep-linked pages should be indicated below in the comments section

Requested Start Date: _____   Requested End Date _____   Rush Request   Yes ◯   No ◯

Budget Information:

Total AiME Contract Value: $ _____   # RCF Lines: _____   *indicate below in comments section about term numbers, replaced numbers, toll free, recording etc.

AiME Monthly Search Budget: $ _____   AiME RCF Budget: $ _____   AiME Service Fee: $ _____

Is this a 1/2 month start?   Yes ◯   No ◯   Will Budget Roll Over?   Yes ◯   No ◯

Are we running full month budget?   Yes ◯   No ◯

Campaign Information:

Where should this campaign run geographically?

What is being considered leads?
Phone Calls ☐   Emails ☐   Forms ☐   Chat ☐
Visits ☐   Other ☐

What's services does the client want to promote?

"please clearly elaborate below what other KPIs are"

What networks is the client expecting to see?
Google ☐   Bing ☐   Ask.com ☐
SuperPages ☐   Yahoo ☐

What are the customer's business hours? (Day-parting)

Is this an e-comm/secure site?

Yes ◯   No ◯

What is the expected cost per lead?

Is the site mobile friendly?

Yes ◯   No ◯

Is there a target number of:
Phone Calls____   Emails____   Contacts____
Visits____   Impressions____

Do we need to create a mobile landing page?

Yes ◯   No ◯

Do we need trademark authorization?

Yes ◯   No ◯

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Campaign Information(con't):

Who are their direct competitors?

Special Notes and Instructions:

What is client's current CPL?

RCF Instructions:

Do they have a national campaign running?

Yes ◯   No ◯

Have they run their own campaign?

Landing Page Instructions:

Yes ◯   No ◯

Do we need client approval for ads?
Yes ◯   No ◯

Do we need client approval for keywords?

Is there any tagging needed for client internal reporting?

Yes ◯   No ◯

Yes ◯   No ◯

Do we need client approval for changes?

If yes, please detail:

Yes ◯   No ◯