Adaptly Campaign Planning Brief

SECTION	CRITERIA	(PLEASE COMPLETE THIS SECTION)
Campaign Overview	Response Due By: (date)	
	Brand:	
	Campaign Name:	
	Campaign Flight Dates:	
	Broader Business / Marketing Objective:	
	Campaign Objective:	
	Budget: (please specify any required splits, e.g. by market, by product, etc.)	
	Channel Planning / Schedule Overview:	
	Role for Adaptly / Paid Social:	
	Product Description: (list any core products, areas of focus, prioritization, etc.)	
Targeting	Targeting Audience: (outline key target audiences and any learnings from previous / current activity)	
	Geo Location: (markets, regions, etc.)	
	CRM Data: (is CRM data available for campaign targeting? If so, how many consumer email addresses do you have within the relevant market?)	
Measurement	Campaign Success Metrics: (e.g. ROI, conversion quality, volume of new registerations, etc.)	
	Campaign Target: (e.g. 'generate 1000 sales at an ROI of 3' or 'deliver 8000 landings')	
	Preferred Optimisation Metrics: (e.g. CPA / CPC)	
	Post Click and View Conversion Window:	
	Is any wider attribution analysis occurring for this campaign?	
	What historical results exist from similar campaigns?	
	Do you have a Facebook pixel embedded on the destination website / landing pages?	
	Please List the Key Conversion Pages on the Website or App with the URLs:	
Implementation	Do you have any other suppliers bidding on Facebook or Twitter inventory during the campaign flight date? If so, who and in what context?	
	Are there any general campaign restrictions or mandatory requirements we should be aware of? (e.g. 'Must not run right-hand-side ads' ; 'Do not target users over 44', etc.)	
	Do you have any PPC activity running via Google Adwords?	
	Do / will the supporting creative assets contain a direct response CTA?	