

| 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 registrations, 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?  |                                |