

# Targeting Worksheet

## CAMPAIGN INFO

**Project Name:**

**Budget:**

**Project Run Dates:**

**Campaign Objectives / KPIs:**

**Landing Page(s):** *(please include all - if different - landing pages for different creative)*

## TARGETING SPECIFICS

**Geo Targets:** *(city & state, or county, or state, or DMA, or radius around one of these)*

**Demographic Targets:** *(age, gender, household income, etc.)*

**Behavioral Targets\*:** *(hobbies, personality traits, etc.)*

**Targets Receiving Emails from\*:**

**Competitor Websites\*:**

**Industry-Related Websites\*:** *(not direct competitors)*

\*Helpful, but not required to move forward

## CAMPAIGN ASSETS

**Artwork:**

File Name:

• Emailed

File Name:

• Emailed

File Name:

• Emailed

File Name:

• Emailed



- Files sent via download URL:

**Website Blacklist:** *(list website URLs you do not want your ads to appear on)*

**Keywords:** *(best practice is to start by pulling these from your PPC account. Please email excel sheet for extensive lists.)*

- Excel file with additional keywords emailed

**Desired Website Conversions Interactions Description:** *(conversions or interactions on the website that you would like to be tracked such as form fills, page visits, thank you page, etc.)*

**Notes:**



## NATIVE AD CONTENT

Please include ad copy for native ads that will be placed through our system. This copy is subject to slight change for optimization purposes throughout campaign duration.

Please note that native description is intended to read as a news headline and description as to fit its' placement amongst news articles.



1 Ad EnergyBillCruncher

2 **Arizona: Say Bye To Expensive Solar Panels**

3 Do this instead of buying expensive solar panels. It's absolutely genius. If you pay more than \$99/month for power, take advantage of this now.

1) **Company Name:** (35 character limit)

2) **Native Title:** (50 character limit)

3) **Native Description:** (150 character limit)

## SOCIAL AD CONTENT

**Headline:** (40 character limit)

**Primary Text:** (125 character limit)

**Description / Short Call-to-Action:** (30 character limit)

**FOR ASSISTANCE, CONTACT YOUR LEADLYNX REPRESENTATIVE:**

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