

# SaaS PPC Onboarding Questionnaire

## Company Information

Company Name

Website URL

Primary Contact Name

Email Address

## Product & Target Audience

Briefly describe your SaaS product

What problem does your product solve?

Describe your target customers

## Goals & Objectives

What are your primary goals for PPC campaigns?

Key performance indicators (KPIs) to track

## Budget & Ads

Monthly PPC budget (USD)

What ad networks/platforms do you want to use?

Are there existing PPC accounts?

## Competitors & Keywords

List your main competitors

List keywords you want to target

## Tracking & Analytics

Do you have conversion tracking implemented?

Which analytics tools are you using?

## Additional Information

Any specific notes or requirements