

Retargeting Campaign Project Brief

Project Overview

Describe the main goal of this retargeting campaign

Key products/services to be promoted

Audience Details

Target audience segments

Audience exclusions

Campaign Objectives & KPIs

Primary objective(s)

Key performance indicators

Channels & Platforms

Which platforms will be used? (e.g., Facebook, Google, etc.)

Creative & Messaging

Core messaging or offer

Creative asset requirements

Budget & Timeline

Estimated budget

Key milestones and deadlines

Additional Notes

Other important information