## **Amazon DSP E-commerce Campaign Brief**

Brand Name
Advertiser / Client
Contact Person
Campaign Start Date
Compaign End Data
Campaign End Date
Budget
Objective(s) of the Campaign
Target Audience
Talget Addiction
Geographic Targeting
Product(s)/ASIN(s)
Competitor ASINs/Brands

Creative Requirements
Key Messaging
KPIs / Measurement Success
Special Instructions / Notes