

Google Display Retargeting Campaign Brief

Project Name

Client / Brand

Background / Overview

Campaign Objective

Campaign Launch Date

Campaign End Date

Target Audience (Demographics, Interests, Intent)

Audience Segments (remarketing lists, website visitors, etc)

Key Messaging

Call to Action

Ad Formats / Sizes Needed

Creative Assets Required

Landing Page URL(s)

Budget (if available)

KPIs & Success Metrics

Additional Notes