

# Media Buyer Intake Questionnaire

## Basic Information

Company Name

Contact Name

Email

Phone Number

## Business Overview

Industry

Product(s) or Service(s) Offered

Target Audience

## Advertising Goals

Main Objectives

If "Other", please specify

Key Performance Indicators (KPIs)

## Budget & Timeline

### Estimated Monthly Ad Spend

### Timeline / Campaign Duration

## Platforms & Assets

### Preferred Advertising Platforms

Facebook

Instagram

Google

YouTube

TikTok

LinkedIn

Other

### Available Creative Assets (images, videos, copy, etc.)

## Additional Information

### Main Competitors

### Current Challenges / Pain Points

### Additional Notes