

Mobile App Install PPC Campaign Brief

General Information

Project / App Name

App Platform(s)

App Store Link

Objectives

Primary Campaign Objective

Secondary Goals

Target Audience

Geography

Demographics

Interests & Behaviors

Budget & Timing

Total Budget

Campaign Dates

Daily Budget (if applicable)

Platforms & Ad Networks

Network(s) & Platforms

Creative Assets

Ad Types (Banner, Video, etc.)

Required Copy / Messaging

Design Specifications

KPI & Measurement

Key Performance Indicators

Conversion Events (e.g., Install, In-app Action)

Tracking Requirements

Notes / Other Requirements