Programmatic Display Ad Campaign Brief

General Information

Campaign Name

Brand / Product

Contact Person

Campaign Objectives

Target Audience

Start Date

End Date

Budget

Media & Placement

Preferred Platforms / Exchanges

Target Geo-locations

Audience Segmentation (Demographics, Interests, etc.)

Device Targeting

Ad Formats & Sizes

Creatives & Messaging

Main Message

Call to Action

Ad Creative Assets (List file names or URLs)

Landing Page URL

Tracking & Measurement

KPIs / Success Metrics

Tracking Requirements (Pixels, UTM, etc.)

Additional Notes