Retargeting Ads Allocation Planner

| Campaign Name | | | |
|--------------------|------------------|--------------------------|---------------------------------|
| Total Budget | | | |
| Ad Channel | Budget Allocated | Estimated Impressions | Expected Click-through Rate (%) |
| | | | |
| | | | |
| | | | |
| Total Allocated B | udget | | |
| Total Estimated Ir | npressions | | |
| Average CTR (%) | | | |