

Multi-Channel Retargeting Strategy Planner

Campaign Overview

Campaign Name

Objective

Start Date

End Date

Overview / Notes

Audience Segments

Segment Name	Description	Size/Reach

Channels & Tactics

Channel	Your Tactic	Frequency	Budget (%)	KPIs

Messaging Strategy

Main Message

Creative Approaches

Measurement & Optimization Plan

Analytics Tools

Optimization Actions

Reporting Frequency