Retargeting Audience Segmentation Worksheet

Campaign Overview				
Campaign Name				
Objective				
A				
Audience Seg	ments			
Segment Name	Criteria	Estimated Size	Notes	
Comment Date	:1_			
Segment Detai	lis			
Segment Goals				
Key Messaging				
Creative/Offer Ideas				
Measurement	& Tracking			
KPIs				
Notos				
Notes				