

Retargeting Campaign Brief

Campaign Name

Client / Brand

Objective

Target Audience

- Demographics
- Geolocation
- Behaviors/Segments (e.g. cart abandoners, site visitors, etc.)

Key Messages & Offer

Channels & Formats

- e.g. Facebook, Google Display, Instagram, etc.
- e.g. Static, Video, Carousel

Budget

Timeline / Flight Dates

Creative Assets / Requirements

- Images / Videos
- Copy
- CTA
- Landing Page URL

KPIs & Measurement

Additional Notes