**Agency Name:** Healthcare Success

**Advertiser:**

**Advertiser Website or Destination URL (Landing Page)** :

**Campaign Flights:**

**Are the budgets fixed or fluid:**

**Geo Targeting:**

**Creative Assets Available:**

**Target Audience:**

**Campaign Objective / KPI's (CPA, CTR, Completions etc.):**

**KPI Goal:** (if the campaign objective is CPA, the KPI goal should be the value of the CPA ; for ex. $100 CPA etc.)

**Has this KPI goal been achieved previously?**

**Secondary KPI considerations:** (Is there anything else you will be measuring?)

**Retargeting:** (Can pixels be implemented in the client's/advertisers website?)

**Do you have any Campaign Restrictions?** (whitelist, blacklist, frequency caps etc.)