YOU'RE READY TO LAUNCH YOUR CAMPAIGN...NOW WHAT?

Week 1 Phase 1 1. Make sure you follow the content and creative best practices provided 2. Establish clear goals such as increasing website traffic, boosting sales, growing your subscriber list, etc. 3. Set a realistic budget for a successful first run 4. Set up conversion pixels After 2-3 weeks Phase 2 1. Determine what the top performing creatives are and adjust accordingly. Remove any under performing creatives 2. Adjust bids on a Widget basis 3. Adjust targeting on specific geographic or device data After 1 month + Phase 3 1. Identify what is working best and increase usage/commitment 2. Increase your budget spend to capitalize on these successful, high-performing areas 3. Checking OS (for Mobile campaigns) / Browser (for Desktop campaigns) and potential regions for those that are working better than others.



Start broad and narrow your parameters as you collect data on the campaign performance. You can adjust the spend, format and targeting as you go based on real stats from your online audience!