

FOUR THINGS YOU NEED

ON THE FIRST DAY OF YOUR CAMPAIGN



1 CREATIVE

USE COMMON SIZES (300X250, 728X90, 160X600), AND DON'T FORGET A CALL-TO-ACTION!



2 BUDGET

YOU CAN'T RUN A CAMPAIGN WITH \$0!

3 OPERATOR

KNOW WHO WILL BE RUNNING THE CAMPAIGN AND ENSURE THEY'RE AWARE OF THE CAMPAIGN GOALS



4 TARGETING

DISCOVER WHO, WHERE, AND WHEN YOU WANT TO TARGET YOUR CUSTOM AUDIENCE

