

Spring Clean Your Campaigns

A checklist of quick and easy things you can do to make sure your digital advertising stays #fresh.

1

Create a new landing page or refresh your current one to create an all-new experience for sign-ups, downloads, contact forms, etc.



2

You knew we'd say this: **new creatives!** Come up with a couple of brand new creative assets to freshen up your ads.



3

If you've been duplicating the same ad groups or targeting for a while, maybe **try something new** in addition to what you already have! Who knows, it could become your new go-to.



4

Give our new **contextual keyword targeting** a shot!



5

Are any of your libraries (creative assets, sites lists, etc.) feeling crowded? Set aside an hour or so and **clean out the lists** and assets you no longer need. Don't worry, everything is archived, so you can access it later if you need to.



6

If you're using a form, keep this simple rule in mind: **less is more**. Ask for too much information and it might scare your target audience away. In fact, name and email is great, but when asked for a phone number or date of birth drop-offs rise to 50%.



7

How long has it been since you **chatted with a member** of our Client Experience team? Our team is happy to check in on your campaigns to make sure everything is running as smoothly as possible during our weekly office hours.



8

If you haven't put a lot of thought into **optimizing for mobile** yet, now is the time. Make sure your landing page is easy to navigate, fast loading, and click-friendly to better capture those important mobile users.

