

# ONLINE ORDER FORM

Updated Nov

Advertiser/Client: \_\_\_\_\_  
Date Submitted: \_\_\_\_\_  
Campaign Start Date: \_\_\_\_\_  
Total Campaign Budget: \_\_\_\_\_  
Monthly Budget: \_\_\_\_\_  
Advertiser Website URL: \_\_\_\_\_  
Website FTP Address: \_\_\_\_\_  
Client Dashboard Needed: Y N  
Has Google Analytics access been granted? Y N  
Has Google My Business access been granted? Y N

AE Name: \_\_\_\_\_  
Person Submitting Form: \_\_\_\_\_  
Campaign End Date: \_\_\_\_\_  
Total Campaign Impressions: \_\_\_\_\_  
Monthly Impressions: \_\_\_\_\_  
Click Through URL: \_\_\_\_\_  
FTP Username / Password: \_\_\_\_\_  
Dashboard User Email (if needed): \_\_\_\_\_  
If no GA, would you like us to set one up? Y N

Target Demographic: \_\_\_\_\_  
Primary Business/Service you want to promote: \_\_\_\_\_  
Top Competitors: \_\_\_\_\_  
Geo-Target Area (where you want to advertise): \_\_\_\_\_

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<p>SITE RETARGETING URL _____</p> <p>CONVERSION PIXEL – What action defines a conversion? _____</p> <p>SEARCH   KEYWORD   CATEGORY</p> <p>NATIVE AD (supply creative)</p> <p>GEOFENCE (include Geofence list)</p> <p>CONVERSION ZONE (if applicable, include in geo-fence form)</p> <p>MONTHLY SEO</p>	<p>WAZE</p> <p>CRM EMAIL OR CRM MAILING ADDRESS</p> <p>EVENT TARGETING (include event info in asset form)</p> <table border="0" style="width: 100%;"><tr><td>VIDEO</td><td>PRE</td><td>POST</td><td>MID</td></tr><tr><td></td><td>SKIPPABLE</td><td>NON SKIPPABLE</td><td></td></tr></table> <p>VIDEO IN-BANNER ADS</p> <p>OTT (Disconnect TV ie. Hulu, Amazon Fire)</p> <p>WHITE LISTS (include in asset form)</p> <p>SEM/PPC (include list in asset form)</p> <p>Call Recording</p>	VIDEO	PRE	POST	MID		SKIPPABLE	NON SKIPPABLE	
VIDEO	PRE	POST	MID						
	SKIPPABLE	NON SKIPPABLE							

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**CONVERSION TRACKING:**

Click Through Tracking - track a specific action (example: a click to a registration page, shopping cart, download a menu)  
URL: \_\_\_\_\_

Lead Generation Tracking – track pages designed to obtain users personal information in order to capture leads  
URL: \_\_\_\_\_

Other – Please specify what you would like to try and track as  
Conversion: \_\_\_\_\_

More Information – Please send me more information on conversion tracking and/or creating these pages for my client  
Notes: \_\_\_\_\_

**ADDITIONAL CAMPAIGN DETAILS (List Social Media from above if multiple):**

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Signature