Updated Nov 10, 2020

ONLINE ORDER FORM

Advertiser/Client:_____ AE Name: _____

Date Submitted: _____ Person Submitting Form:_____

Campaign Start Date: _____ Campaign End Date: _____

Total Campaign Budget: _____ Total Campaign Impressions: _____

Monthly Budget: _____ Monthly Impressions: _____

Advertiser Website URL: _____ Click Through URL: _____

Website FTP Address: _____ FTP Username / Password: _____

Client Dashboard Needed: Y ☐ N ☐ Dashboard User Email (if needed):_____

Has Google Analytics access been granted? Y ☐ N ☐ If no GA, would you like us to set one up? Y ☐ N ☐

Has Google My Business access been granted? Y ☐ N ☐

☐ ☐

Target Demographic: _____

Primary Business/Service you want to promote: _____

Top Competitors: _____

Geo-Target Area (where you want to advertise):_____

☐ SOCIAL MEDIA SITE SOCIAL MEDIA: SELECT

☐ SITE RETARGETING URL _____

☐ CONVERSION PIXEL – What action defines a conversion?

_____

☐ SEARCH | KEYWORD | CATEGORY

☐ NATIVE AD (supply creative)

☐ GEOFENCE (include Geofence list)

☐ CONVERSION ZONE (if applicable, include in geo-fence form)

☐ MONTHLY SEO # of Keywords

☐ WAZE

☐ CRM EMAIL OR CRM MAILING ADDRESS

☐ EVENT TARGETING (include event info in asset form)

☐ VIDEO ☐ PRE ☐ POST ☐ MID

☐ SKIPPABLE ☐ NON SKIPPABLE

☐ VIDEO IN-BANNER ADS

☐ OTT (Disconnect TV ie. Hulu, Amazon Fire)

☐ WHITE LISTS (include in asset form)

☐ SEM/PPC (include list in asset form)

☐ Call Recording SELECT ONE

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):

_____
Signature