

# Display Advertising Campaign Tracking Document

## Campaign Overview

Campaign Name

Enter campaign name

Objective

e.g. Brand Awareness, Lead Generation

Start Date

End Date

Budget

e.g. \$5,000

## Ad Creative Details

Ad Format

e.g. Banner, Native, Video

Sizes

e.g. 300x250, 728x90

Platforms/Networks

e.g. Google Display Network, Facebook Audience Network

Landing Page URL

https://yourwebsite.com/page

## Targeting

Audience

e.g. Demographics, Interests, Remarketing

Geography

e.g. United States, California

## Performance Tracking

Date	Impressions	Clicks	CTR (%)	Conversions	Conversion Rate (%)	Cost	CPA

## Notes

Add observations, learnings, or important notes here