

# 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