

Display Ads Campaign Proposal

Overview

This proposal outlines a display advertising campaign designed to increase brand awareness and drive targeted traffic to your website.

Objectives

- Increase brand visibility among target audience
- Drive qualified traffic to the website
- Boost conversions and leads
- Enhance remarketing efforts

Target Audience

- Demographics: Age 25-40, both genders
- Location: Major metropolitan areas
- Interests: Technology, travel, lifestyle
- Behavior: Online shoppers, mobile users

Key Messaging

Clear, concise messaging focused on the unique value proposition and a compelling call-to-action.

Ad Formats

- Responsive display ads
- Static banners (300x250, 728x90, 160x600)
- Animated HTML5 banners
- Retargeting ads

Budget & Timeline

Item	Estimate
Total Budget	\$5,000
Campaign Duration	4 weeks
Expected CPM	\$3.50

Success Metrics

- Impressions & reach
- Click-through rate (CTR)
- Website traffic from ads
- Conversions/leads generated

Next Steps

1. Finalize creative assets
2. Set up ad placements and tracking
3. Launch campaign
4. Monitor and optimize performance

Contact Information

For questions or approval, please contact:

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