

**Proposal Title:** Retargeting Ad Campaign Proposal  
**Date:** [Insert Date]  
**Prepared by:** [Agency/Your Name]  
**Client:** [Client Name]

# Retargeting Ad Campaign Proposal

## Overview

This proposal outlines a retargeting advertising strategy designed to re-engage users who have previously interacted with your website or brand. The primary goal is to increase conversions, build brand awareness, and enhance return on ad spend (ROAS).

## Objectives

- Recapture users who left your site without converting
- Increase website conversion rates and sales
- Boost brand recall and engagement
- Optimize ad spend efficiency

## Target Audience

- Website visitors within the past 180 days
- Users who added products to cart but did not purchase
- Newsletter subscribers
- Past customers for cross-sell/upsell campaigns

## Ad Platforms

- Google Display Network
- Facebook/Instagram Ads
- LinkedIn (if applicable)
- Programmatic Display

## Campaign Structure & Approach

- Segment audiences based on engagement level
- Design tailored creative assets and copy
- A/B test ad formats and targeting
- Ongoing optimization based on data insights

## Proposed Timeline

Phase	Description	Timeline
Setup & Strategy	Audience list creation, pixel setup, creative planning	Week 1
Campaign Launch	Deploy ads on selected platforms	Week 2
Optimization	Performance monitoring and adjustments	Ongoing
Reporting	Monthly performance reports and recommendations	Monthly

## Budget Estimate

Item	Estimated Cost
Ad Spend	[\$[Insert Amount]] per month
Management Fee	[\$[Insert Amount]] per month

## KPIs & Reporting

- Impressions and reach
- Click-through rate (CTR)
- Conversion rate
- Cost per acquisition (CPA)
- Return on ad spend (ROAS)

Detailed monthly reports will be provided, including actionable insights and recommendations for continued improvement.

## Next Steps

- Review and approve proposal
- Finalize budget and schedule
- Begin onboarding and setup

**Contact:** [Your Name]

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