# Campaign Name:

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| --- | --- |
| **Description:** **Ad Account:** **Time Frame:** **Budget Break Down:** $**Total Estimated Budget:** $ | **GOAL:** **AVATAR:[A/S/L/L]****[OBJECTIVE TYPE]** **[TARGET COST PER]**  |
| **Click Here to View this Campaign** |

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| Metrics (As of ~Current.Date~) | **Ad Set Name** | **Custom/Saved Audiences** | **Interest Targeting** | **Connections** | Actions for next iteration |
| Results | Reach | Cost Per |
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| Metrics (As of ~Current.Date~) | Ads | Actions for next iteration |
| Results | Reach | Cost Per | [Angle/Tone:](https://docs.google.com/document/d/1lNE76YuVNIdRB0KyKnP0nmHPqy6PY56F3a7wLtMiR5A/edit?usp=sharing) | [Text Language](https://docs.google.com/spreadsheets/d/1H22RQe09CD0JCn5-Ba87cRLr9G0mfiF9VubgFkmr9p4/edit?usp=sharing) | Headline | Visual |
|  |  |  |  |  | What if your sales page had the magic words? |  |  |
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| Visual(s)/Media |
| CTA:

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| --- | --- | --- | --- | --- | --- |
| Ad Set | Sign Up | Book Now | Apply Now | Shop Now | Learn More |
|  |  |  |  |  |  |
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Destination: Description:  |

# Lead Ad Setup

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| **Form Type:** More Volume**-PAGE 1-****Intro Enabled:** Yes**Intro Headline (60 char. max):** **Intro Image:** Use the image from your ad**Layout:** Paragraph**Layout Text:** **Question Headline:** **Questions:** * First name (User Information)
* Email (Contact fields)
 | **-PAGE 2-****Privacy Policy Link Text:** Privacy Policy**Privacy Policy URL:** **-PAGE 3-****Thank You Headline:** **Thank You Description:** **Button Type:** View Website**Button Text:** **Website Link:**  |

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