# Campaign Name:

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

# Lead Ad Setup

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **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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