ADS MANAGER REVIEW GUIDE

DATE:_____

MONTHLY BUDGET: _____ % OF BUDGET USED: _____ SALES GENERATED: _____

MONTHLY OBJECTIVES: _____

DID MY CALL TO ACTION WORK? WHY OR WHY NOT? _____

WHAT WAS MY RETURN ON AD SPEND? (ROAS) _____ :)   OR :(

HOW DID WE TARGET THE COLD MARKET? _____

HOW CAN WE IMPROVE THIS? _____

HOW DID WE REMARKET TO PAGE VISITORS? _____
_____

EXAMPLE:

WHAT WAS MY COST PER CONVERSION? $_____   WAS THIS < OR > THAN LAST REVIEW?

WHAT TYPE OF AD CAMPAIGNS ARE WE RUNNING? _____
_____

HOW MANY DIFFERENT TYPES OF AD SETS DID WE RUN AT ONE TIME? _____

WAS THIS PRODUCTIVE? YES OR NO AND WHY? _____
_____

HOW CAN WE IMPROVE ON THESE AD SETS? _____

WHAT IS PERFORMING BETTER? VIDEO ADS - IMAGE ADS - CAROUSEL ADS

GOALS:

COST/CONVERSION _____   ROAS:_____   AUDIANCE SIZE: _____

NOTES:

HUB