

Off-site remarketing briefing doc

Please fill in all required sections

Google Tag Manager Access

Does tsrconversionsetup@thestudentroom.com have access to your GTM?

Yes No

If no, will you be able to give restricted access? (no publishing rights)

Yes No

Please provide a list of competitors:

Conversion goals:

Please state your campaign conversion goals which we can track. These should:

- a) Be on your website
 - b) Be ideally tracked as page views [it is possible to track other types, but they are harder to set up]
 - c) Not be your campaign landing pages
 - d) Be limited to six conversion goals
 - e) Have one conversion goal higher up the conversion funnel (which you'd expect more people to complete) - e.g. viewed a page about how to apply to your institution.
 - f) Have one conversion goal further down the conversion funnel (which you'd expect fewer people to complete) - e.g. viewed an open day sign up confirmation page.
 - g) Be possible for us or yourselves to set up onsite before the campaign starts (this can be done either through a tag manager such as GTM or through TSR sending over our tracking code for you to implement)
-

Conversion goal 1 (most important)

Description:

URL:

Event fires on:

Conversion goal 2

Description:

URL:

Event fires on:

Conversion goal 3

Description:

URL:

Event fires on:

Conversion goal 4

Description:

URL:

Event fires on:

Conversion goal 5

Description:

URL:

Event fires on:

Conversion goal 6 (least important)

Description:

URL:

Event fires on:



Creative requirements:

We support multiple creative sizes for this campaign. We recommend supplying the following standard size ads:

- a) Leaderboard (728x90px)
 - b) MPU (300x250px)
 - c) Mobile Leaderboard (320x50px)
 - d) Wide Skyscraper (160x600px)
-

In addition, we can also support the following sizes, in descending order of availability/reach:

- e) HPU (300x600px)
 - f) Billboard (970x250px)
 - g) Square (250x250px)
 - h) Mobile Banner (300x50px)
 - i) Banner (468x60px)
 - j) Interstitial (320x480px)
 - k) Skyscraper (120x600px)
 - l) Large Rectangle (336x280px)
 - m) Small Square (200x200px)
-

We will also deliver your campaign via video and programmatic audio:

Specs are:

Video (YouTube)

Video (Programmatic)

Audio

