ADA: Pioneering Programmatic

Campaign breifing document

Objectives and campaign goals:

The information requested below will allow us to assess the deliverability of your proposed campaign and ensure your campaign delivers against your expectations.

Please get in touch with Hulda via email **clientservices@thestudentroom.com** or by phone **01273 646 313** if you have any questions or would like to go through the document in more detail.

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** ☐

Objectives:

Please state the primary aim of the campaign:

....

What are the campaign start and end dates?

....

What landing page(s) will the ads click through to?

Targeting Requirements:

Please state your targeting requirements in the following areas (if relevant).
We will also use our audience segments for targeting purposes.

Geographic (countries, regions, cities):

....

Competitors (names, types, locations):

....

Course areas:

....

Anything else you think is relevant:

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:
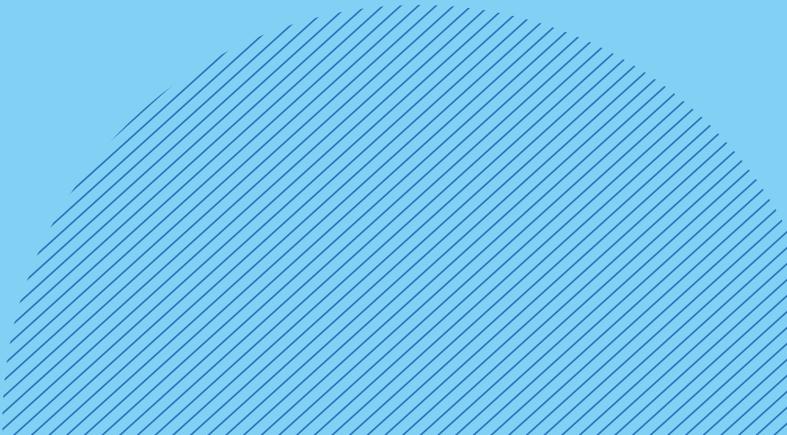
Creative requirements:

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)

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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)

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

Specs are:

Video (YouTube)

Video (Programmatic)

Audio

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