

## Campaign Setup Checklist

1. **New campaign:** Instream ad
2. **Select Goal:**  
**Example:**
  - a. Sales > Video
  - b. Objective: Drive Conversions
3. **Insert Creative** (please see more detailed list: ***Creative Setup Checklist***)
4. **Review Preview**
5. **You can cancel an ad if you see it is not working out, do not be afraid to experiment**
6. **Settings** (Traffic Titans uses):
  - **Select Strategy from drop down:** Target CPA
  - **Input dollar amount for Target CPA** (how much is product or service you are trying to sell / how much are the leads you are trying to get?)
  - **Set Budget from drop down (Daily or Campaign Total)** - typically use Daily
  - **Networks:** YouTube Videos (google controls this platform-easier to get high quality traffic)
  - **Location & Language:** not necessary fields but you can select based on your location, ad & target demo
  - **Inventory type:** select on brand protection
  - **Conversions:** select option that works best for you
  - **Select devices to target:** We remove TV
  - **More selections:** we don't alter
  - **Frequency capping:** do not typically use
  - **Ad Schedule:** something we are not currently using, but will be looking into it. You can comeback and change
  - **Ad Group Name:** Ad Groups are created here. Create one and can add more at a later time if needed.
  - **People:** This is the Targeting area (see Targeting video for instructions)
  - **Audience or Keywords:**
7. **Create Ad!**