

Performance Marketing Campaign Checklist

By filling out the following checklist, our performance marketing team will have the information needed to run a successful and correctly targeted campaign.

1 Client Information:

- Name of Company: _____
- Company Website: _____
- Attached Insertion Order

2 What is the goal of the campaign?

- Site Visit
- Intelliapp
- Phone Calls
- Form Submission
- Form Submission and Phone Calls (totaling 100%) ____% Forms ____% Calls
- Other _____

3 Who is the target audience?

- Company Drivers
- Owner Operators
- Prospective Students
- Recent Graduates
- Team Drivers
- Other: _____

PERFORMANCE MARKETING CAMPAIGN CHECKLIST

4 Traffic Destination:

- Randall-Reilly Destination Default
- Client/Agency Owned Website
- Other: _____
- URL of Website: _____

5 Form Information:

Where will the short form submissions be sent?

- Email Address(es): _____

- Tenstreet ID: _____
- Requested Form Fields: _____

6 Phone Information:

- What is our tracking number for this campaign (will RR provide)? _____

- Client is available to intake phone leads: _____
- Time of Day: _____

PERFORMANCE MARKETING CAMPAIGN CHECKLIST

7 Performance Marketing Checklist:

- Main Feature or Benefit: _____

- Benefits/Features List: _____

- Qualifications/Requirement List: _____

- Additional Requested Page Content: _____

- Location (City): _____ Radius (Miles): _____
- Competitors (top 5): _____

8 Creative Checklist (If Possible):

- Client Logo: _____
- Client Artwork/Photos: _____
- Client Supplied Banners: _____
- Additional Notes: _____

