



SEM CONVERSION CAMPAIGN BRIEF

Please fill out the form below to the best of your ability and provide it to your DCM or KAM. These items are required to launch your client's conversion campaign.

Does the campaign meet the \$1500 minimum? *

YES

NO

Has the Client/Webmaster granted Ignite admin access to their Google Tag Manager (GTM) container or client's webmaster placed the Ignite owned GTM container on client site? Container snippet is provided to the client by the DCM if the latter option is chosen. *

YES

NO

Have goals been determined? Examples include Phone Calls, Form Fills, and Engagement. *

YES

NO

If the client cannot meet any of these requirements for any reason, we cannot move forward with the campaign objective. Instead, we recommend running a traffic to site objective and switching to conversions when the above requirements have been met.

GENERAL CAMPAIGN INFORMATION

Client Name *

Select the SEM Platform and Campaign Type *

Monthly Budget *

Conversion Actions *

Phone Calls

Purchase

Contact Us

Find a Location

Schedule Appointment

Submit Application

Other

Specific URL(s) Where Conversion Will Take Place *

Has Client Granted Access to IgniteTagManager#@gmail.com? *

YES

NO

What Products and Services SHOULD NOT be Advertised?

Creative

Do We Have Flexibility to Allow Enhancements on Ad Text & Display without Pre-Approval to Improve Performance? *

YES

NO

For Spark Image & Video Assets, Please Work with Creative Services in Order to Provide Multiple Creative Types including YouTube Videos and Logos & Static Images Without Text Overlay. Otherwise, We Will Scrape the Website for Images & Logos and Use Stock Photos.

E-Commerce Campaigns

Has the Client Integrated GA4 with their E-Commerce Store (Shopify, WooCommerce, BigCommerce, etc)?

YES

NO

If the Site is Custom Built and Does Not Use a Service like Shopify to Host Transactions and Inventory then the Client's Webmaster Will Need to Place the Google Ads Conversion Tag Provided by the Buyer/DCM on the Back End of the Site Per Instructions Provided.

Does the Client an Active Google Merchant Center with an Inventory Feed that has Approved/Eligible Status Products Within it?

YES

NO

Has the Client Sent a Link Request from their Google Merchant Center to the Google Ads customer ID (CID) Provided by the Buyer/DCM?

YES

NO

Please Send this Completed Form to your DCM/KAM