

Performance Marketing Proposal

1. Client Information

Client Name:

Contact Person:

Email / Phone:

2. Campaign Overview

Campaign Name:

Campaign Goal:

Duration:

Target Audience:

Key Messages:

3. Strategy

Channels to be Used:

Target KPIs (e.g., CPC, CPA, ROI):

Geo-Targeting / Segmentation:

4. Deliverables

Deliverable	Description	Due Date

5. Budget

Proposed Budget:

Billing Terms:

6. Reporting & Measurement

Reporting Frequency:

Metrics to be Reported:

7. Approval

Client Signature:

Date:
