

Programmatic Advertising Proposal

Client & Agency Information

Client Name:

Agency Name:

Contact Person:

Date:

Campaign Overview

Campaign Name:

Objectives:

Target Audience:

Geographical Focus:

Proposed Dates:

Strategy & Approach

1. Channels & Platforms:

2. Ad Formats:

3. Targeting Methodologies:

4. Measurement & Optimization:

Proposed Budget

Item	Details	Amount
Media Spend		
Technology Fees		
Management Fees		
Other		
Total		

Key Performance Indicators (KPIs)

- _____
- _____
- _____

Reporting & Communication

Reporting Frequency:

Point of Contact:

Notes:

Approval

Client Signature:

Date:
