**Brief for Contextual Advertising**

The brief will allow us to correctly assess the scale and cost of future promotion. Please fill out the form with current and correct information. This ensures that you get an accurate calculation of the cost of promotion.

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| --- | --- |
| Date of completion*(e.g., 01/01/2017)* |  |

**Contact Information**

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| --- | --- |
| Company name |  |
| Contact name |  |
| Contact phone number |  |
| Messengers *(Telegram, WhatsApp, Viber, Imo, Skype, etc.)* | Enter the messenger and contact number:1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_;
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_;
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_;
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
 |
| E-mail |  |
| Website domain |  |
| Specify a list of your major competitors, with links to their websites |  |
| What are your company's advantages over competitors? |  |

**Information about the company and services**

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| Type of company activity: sales / services*"For example, sales of men's clothing."* |  |
| In which search engines do you want to conduct an advertising company:-Yandex Direct;-Google Adwords. |  |
| Specify the regions for the advertising company (country / province / city)*"For example, Moscow and Moscow region."* |  |
| Number of unique visitors on the site for the last month: |  |
| Number of calls from the site for the last month |  |
| The directions of goods / services that you wish to advertise*"For example, delivery of pizza in Moscow."* |  |
| A list of keywords and key phrases for which your site should be found by customers (separated by commas).*If there are no ready-made keywords, enter "We need to collect the Semantic Core".* |  |
| Is there a seasonality of the advertising company:-All Seasons-Summer-Winter-Spring-Autumn |  |
| The maximum price for switching to the site: |  |
| The planned budget for promotion per month: |  |
| 1. The company's unique trading offer;2. Your competitive advantages (additional warranty, fast and free delivery, etc.)*"For example, free delivery, 3 year warranty, etc.* |  |
| Price level, discounts, promotions, special offers:"For example, discount 30% till the end of August " |  |
| Describe your target audience (gender, age, etc.)"For example, men from 24 to 35 years." |  |
| Working hours/ receiving orders |  |

**Budget and timeline**

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| --- | --- |
| Start date of the company |  |
| Specify the desired period for contextual advertising:-Year-Half of the year-Quarter-1 month-Your choice |  |
| Indicate the estimated monthly budget for contextual advertising: |  |
| Distribution of the total budget for the advertised areas / goods / services*"For example: 30% pizza, 20% burgers, 40% pita, 10% rolls."* |  |

After completing this brief, please send it to an email address close to your country dealing with the topic **"Brief CA: The name of your company."** We will contact you to clarify the details and start our productive cooperation.

**Thank you for contacting us!**
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