

# AD LAUNCH CHECKLIST

- PRODUCT PAGE LIVE & WORKING
- SHORT LINK READY
- FB PIXEL WORKING
- AD CREATIVE DONE
- AD COPY WRITTEN
- INTERESTS RESEARCHED

CAMPAIGN: Conversions > Purchase

START AT: Midnight to 8 AM

AGE: 23 - 65+

LOCATION: United States

GENDER: All, unless specific product

PLACEMENTS: Mobile. FB Feeds. IG Feeds.

AUDIENCE: 1 Million to 50 Million

WINDOW: 7 day click or 1 day view