

Clark, Paul

From: Suffoletto, Dan
Sent: Thursday, October 17, 2019 2:30 PM
To: Clark, Paul; Williams, Terra Fox
Subject: Ad Wording

Here is some wording for the ad reporting.

After each advertising campaign. A report should be provided with a summary indicating how the ad reached its target audience. The report should include each ad sets estimated or actual reach, impressions or clicks based upon the type of ad being reported. Also provide any recommendations or observations related to the ads performance.

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