

Ad Unit Selection Checklist

1. Define Your Campaign Goals

- ☐ Brand Awareness → Use video ads, banner ads, or native ads.
- ☐ Lead Generation → Try pop-ups, pop-unders, or interstitial ads.
- ☐ User Engagement → Go for rewarded ads, carousel ads, or video ads.
- ☐ Sales & Conversions → Use native ads and carousel ads for e-commerce.

2. Know Your Audience

- ☐ Identify your target demographics (age, location, interests).
- ☐ Consider their ad engagement preferences:
 - Millennials & Gen Z → Prefer video ads, interactive ads.
 - Professionals → Engage more with native ads, sponsored content.
 - Mobile Users → Respond well to interstitial and rewarded ads.

3. Choose the Right Platform

- ☐ Google Display Network → Best for banner and native ads.
- ☐ Facebook & Instagram → Ideal for carousel, video, and native ads.
- ☐ YouTube → Best for video ads.
- ☐ Mobile Apps → Work well with interstitial and rewarded ads.

4. Optimize for User Experience

- ☐ Ensure ads don't disrupt the user experience.
- ☐ Use non-intrusive ad formats like native ads, well-placed video content.
- ☐ Keep ad load time fast and optimized for mobile & desktop.
- ☐ Ensure ad frequency isn't too high, avoiding user frustration.

5. Test & Analyze Performance

- ☐ Run A/B tests to compare different Ad Units.
- ☐ **Track key metrics:**
 - Click-Through Rate (CTR) – Measures ad effectiveness.
 - Engagement Rate – How often users interact with the ad.
 - Conversion Rate – Tracks leads or sales generated from the ad.
 - ☐ Optimize underperforming ads based on data insights.

6. Budget & Cost Efficiency

- ☐ Compare Cost-Per-Click (CPC), Cost-Per-Impression (CPM), and Cost-Per-Acquisition (CPA) for different Ad Units.
- ☐ Allocate budget to high-performing platforms based on test results.
- ☐ Optimize bids and targeting to reduce ad spend while maximizing ROI.

7. Compliance & Ad Policies

- ☐ Ensure ads comply with platform-specific policies (Google, Facebook, etc.).
- ☐ Avoid misleading claims or inappropriate content that may lead to ad rejection.
- ☐ Check if ad formats meet privacy regulations (GDPR, CCPA).

Final Decision Checklist

- ✓ Does the chosen Ad Unit align with your campaign goal?
- ✓ Is it optimized for your target audience and their preferences?
- ✓ Is it placed on the right platform for maximum visibility?
- ✓ Does it maintain a positive user experience?
- ✓ Have you set up A/B testing and performance tracking?

Tip: Keep refining your strategy based on real-time data and insights. Choosing the right Ad Unit isn't a one-time task, it's an ongoing process for better engagement and results!