

Campaign title	Budget	Start date	End date	Objective	Audience	Platform	Format	Creatives	Call to action
20% Off Promotion	\$600	6/5	6/19	Website visitors	People ages 35-50 with families, looking for a wide variety of bedding options that they can filter/sort easily, have had challenges with specificity of filtering capability	Facebook	Static image	Static image of some really nice bedding, family reading in bed, with text along the lines of "Easily sort through hundreds of bedding options to find exactly what you are looking for - 20% off online!"	Find your perfect bedding - 20%