

Business Required Fields											Channel Specific Fields							
Channel	Demand Gen vs. Brand	Sub-Channel	Region	Publisher	Agency	Tactic	Targeting Type	Campaign Owner	Buy Objective	Funnel Stage								
Display	Select: Demand Gen Brand	Select: Audio Content Display Video	List of Regions	Select: Google Criteo YouTube	List of Agencies	Select: Static Banner Dynamic Pre-Roll Live Streaming Streaming Custom Content Rich Media Banner Static Banner	Retargeting Prospecting	Select: Global Regional	Select: CPC CPA CPM CPV Null	Select: Upper Middle Lower	Campaign ID	Platform Campaign Name	Placement ID	Placement Name	Ad ID	Ad Name	Creative ID	Creative Name
Paid Search	Select: Demand Gen Brand	Select: Trademark Brand Non-Brand	List of Regions	Select: Google Bing Other	List of Agencies	Select: Broad DSA Exact	Retargeting Prospecting	Select: Global Regional	Select: CPC CPA CPM CPV Null	Select: Upper Middle Lower	Campaign ID	Platform Campaign Name	Ad Group ID	Ad Group Name	Keyword ID	Keyword		
Paid Social	Select: Demand Gen Brand	Select: Static Brand Organic DPA	List of Regions	Select: Facebook/ Instagram Facebook Instagram SnapChat Twitter Pinterest TikTok YouTube Other	List of Agencies	Select: Dynamic Product Ads In-feed Video In-feed Static Story_Static Story_Video Pin Placement Optimization	Retargeting Prospecting	Select: Global Regional	Select: CPC CPA CPM CPV Null	Select: Upper Middle Lower	Campaign ID	Platform Campaign Name	Ad Set ID	Ad Set Name	Ad ID	Ad Name	Creative ID	Creative Name
Organic Social	Select: Demand Gen Brand	Select: Static Brand Organic DPA	List of Regions	Select: Facebook/ Instagram Facebook Instagram SnapChat Twitter Pinterest TikTok YouTube Other	List of Agencies	Select: Dynamic Product Ads In-feed Video In-feed Static Story_Static Story_Video Pin Placement Optimization	Retargeting Prospecting	Select: Global Regional	Select: CPC CPA CPM CPV Null	Select: Upper Middle Lower								
Email	Select: Demand Gen Brand	Select: Triggered Automated Push AdHoc Inbox Messaging Transactional	List of Regions	Exact Target	List of Agencies	Select: Retail Newsletter Nuture	Retargeting Prospecting	Select: Global Regional	Select: CPC CPA CPM CPV Null	Select: Upper Middle Lower	Language	Sequence	Link ID	Link Name	CTA			
Affiliate	Select: Demand Gen Brand	Select: Content Mobile Editorial Shopping Directory Deal Loyalty	List of Regions	List of Publishers	List of Agencies		Retargeting Prospecting	Select: Global Regional	Select: CPC CPA CPM CPV Null	Select: Upper Middle Lower								
Dynamic Product Ads (DPA)	Select: Demand Gen Brand	Select: Trademark Brand Non Brand	List of Regions	Select: Facebook Snapchat	List of Agencies	Select: DPA Inventory PLA	Retargeting Prospecting	Select: Global Regional	Select: CPC CPA CPM CPV Null	Select: Upper Middle Lower	Product ID	Product Name	Product Cat- egory	Product Sub- Category				
Product Listing (PLA)	Select: Demand Gen Brand	Select: Trademark Brand Non Brand	List of Regions	Select: Google Bing	List of Agencies	Select: DPA Inventory PLA	Retargeting Prospecting	Select: Global Regional	Select: CPC CPA CPM CPV Null	Select: Upper Middle Lower	Product ID	Product Name	Product Cat- egory	Product Sub- Category				

Business Required Fields															Channel Specific Fields							
Channel	Sub-Channel	Region	Country	Publisher	Agency	Business Vertical / Brand	Audience	Category	Title	Tactic	Targeting Type	Campaign Owner	Buy Objective	Funnel Stage	Channel Specific Fields							
Display	Select: Audio Content Display Video	List of Regions	List of Countries	Select: Google Criteo YouTube	List of Agencies	if you have multiple brands	Binge Watcher Loyalty Fun Active Movies Shows Educational Youth Adult	Family Action Live Stream Drama Rom Com Sports Documentary	List of shows	Select: Static Banner Dynamic Pre-Roll Live Streaming Streaming Custom Content Rich Media Banner Static Banner	Retargeting Prospecting	Select: Global Regional	Select: CPC CPA CPM CPV Null	Select: Upper Middle Lower	Campaign ID	Platform Campaign Name	Placement ID	Placement Name	Ad ID	Ad Name	Creative ID	Creative Name
Paid Search	Select: Trademark Brand Non-Brand	List of Regions	List of Countries	Select: Google Bing Other	List of Agencies	if you have multiple brands	Binge Watcher Loyalty Fun Active Movies Shows Educational Youth Adult	Family Action Live Stream Drama Rom Com Sports Documentary	List of shows	Select: Broad DSA Exact	Retargeting Prospecting	Select: Global Regional	Select: CPC CPA CPM CPV Null	Select: Upper Middle Lower	Campaign ID	Platform Campaign Name	Ad Group ID	Ad Group Name	Keyword ID	Keyword		
Paid Social	Select: Static Brand Organic DPA	List of Regions	List of Countries	Select: Facebook/Instagram Instagram SnapChat Twitter Pinterest TikTok YouTube Other	List of Agencies	if you have multiple brands	Binge Watcher Loyalty Fun Active Movies Shows Educational Youth Adult	Family Action Live Stream Drama Rom Com Sports Documentary	List of shows	Select: Dynamic Product Ads In-feed Video In-feed Static Story_Static Story_Video Pin Placement Optimization	Retargeting Prospecting	Select: Global Regional	Select: CPC CPA CPM CPV Null	Select: Upper Middle Lower	Campaign ID	Platform Campaign Name	Ad Set ID	Ad Set Name	Ad ID	Ad Name	Creative ID	Creative Name
Organic Social	Select: Static Brand Organic DPA	List of Regions	List of Countries	Select: Facebook/Instagram Instagram SnapChat Twitter Pinterest TikTok YouTube Other	List of Agencies	if you have multiple brands	Binge Watcher Loyalty Fun Active Movies Shows Educational Youth Adult	Family Action Live Stream Drama Rom Com Sports Documentary	List of shows	Select: Dynamic Product Ads In-feed Video In-feed Static Story_Static Story_Video Pin Placement Optimization	Retargeting Prospecting	Select: Global Regional	Select: CPC CPA CPM CPV Null	Select: Upper Middle Lower								
Email	Select: Triggered Automated Push AdHoc Inbox Messaging Transactional	List of Regions	List of Countries	Exact Target	List of Agencies	if you have multiple brands	Binge Watcher Loyalty Fun Active Movies Shows Educational Youth Adult	Family Action Live Stream Drama Rom Com Sports Documentary	List of shows	Select: Retail Newsletter Nurture	Retargeting Prospecting	Select: Global Regional	Select: CPC CPA CPM CPV Null	Select: Upper Middle Lower	Language	Sequence	Link ID	Link Name	CTA			
Affiliate	Select: Content Mobile Editorial Shopping Directory Deal Loyalty	List of Regions	List of Countries	List of publishers	List of Agencies	if you have multiple brands	Binge Watcher Loyalty Fun Active Movies Shows Educational Youth Adult	Family Action Live Stream Drama Rom Com Sports Documentary	List of shows		Retargeting Prospecting	Select: Global Regional	Select: CPC CPA CPM CPV Null	Select: Upper Middle Lower								
Dynamic Product Ads (DPA)	Select: Trademark Brand Non Brand	List of Regions	List of Countries	Select: Facebook Snapchat	List of Agencies	if you have multiple brands	Binge Watcher Loyalty Fun Active Movies Shows Educational Youth Adult	Family Action Live Stream Drama Rom Com Sports Documentary	List of shows	Select: DPA Inventory PLA	Retargeting Prospecting	Select: Global Regional	Select: CPC CPA CPM CPV Null	Select: Upper Middle Lower	Product ID	Product Name	Product Category	Product Sub-category				
Product Listing (PLA)	Select: Trademark Brand Non Brand	List of Regions	List of Countries	Select: Google Bing	List of Agencies	if you have multiple brands	Binge Watcher Loyalty Fun Active Movies Shows Educational Youth Adult	Family Action Live Stream Drama Rom Com Sports Documentary	List of shows	Select: DPA Inventory PLA	Retargeting Prospecting	Select: Global Regional	Select: CPC CPA CPM CPV Null	Select: Upper Middle Lower	Product ID	Product Name	Product Category	Product Sub-category				
Mobile (MOB)	In App Push Location				Internal	if you have multiple brands	Binge Watcher Loyalty Fun Active Movies Shows Educational Youth Adult	Family Action Live Stream Drama Rom Com Sports Documentary	List of shows		Retargeting Prospecting	Preset: Regional		Select: Upper Middle Lower	GEO ID	Operating System	Device Type					

Business Required Fields											Channel Specific Fields							
Channel	Demand Gen vs. Brand	Sub-Channel	Region	Publisher	Agency	Tactic	Audience	Campaign Owner	Buy Objective	Funnel Stage								
Display	Select: Demand Gen Brand	Select: Audio Content Display Video	List of Regions	Select: Google Criteo YouTube	List of Agencies	Select: Static Banner Dynamic Pre-Roll Live Streaming Streaming Custom Content Rich Media Banner Static Banner	Owners Prospect Handraiser Lead On a Budget Trendy Commuter Part Purchaser In Market	Select: Global Regional	Select: CPC CPA CPM CPV Null	Select: Upper Middle Lower	Campaign ID	Platform Campaign Name	Placement ID	Placement Name	Ad ID	Ad Name	Creative ID	Creative Name
Paid Search	Select: Demand Gen Brand	Select: Trademark Brand Non-Brand	List of Regions	Select: Google Bing Other	List of Agencies	Select: Broad DSA Exact	Owners Prospect Handraiser Lead On a Budget Trendy Commuter Part Purchaser In Market	Select: Global Regional	Select: CPC CPA CPM CPV Null	Select: Upper Middle Lower	Campaign ID	Platform Campaign Name	Ad Group ID	Ad Group Name	Keyword ID	Keyword		
Paid Social	Select: Demand Gen Brand	Select: Static Brand Organic DPA	List of Regions	Select: Facebook/Instagram Instagram SnapChat Twitter Pinterest TikTok YouTube Other	List of Agencies	Select: Dynamic Product Ads In-feed Video In-feed Static Story_Static Story_Video Pin Placement Optimization	Owners Prospect Handraiser Lead On a Budget Trendy Commuter Part Purchaser In Market	Select: Global Regional	Select: CPC CPA CPM CPV Null	Select: Upper Middle Lower	Campaign ID	Platform Campaign Name	Ad Set ID	Ad Set Name	Ad ID	Ad Name	Creative ID	Creative Name
Organic Social	Select: Demand Gen Brand	Select: Static Brand Organic DPA	List of Regions	Select: Facebook/Instagram Instagram SnapChat Twitter Pinterest TikTok YouTube Other	List of Agencies	Select: Dynamic Product Ads In-feed Video In-feed Static Story_Static Story_Video Pin Placement Optimization	Owners Prospect Handraiser Lead On a Budget Trendy Commuter Part Purchaser In Market	Select: Global Regional	Select: CPC CPA CPM CPV Null	Select: Upper Middle Lower								
Email	Select: Demand Gen Brand	Select: Triggered Automated Push AdHoc Inbox Messaging Transactional	List of Regions	Exact Target	List of Agencies	Select: Retail Newsletter Nuture	Owners Prospect Handraiser Lead On a Budget Trendy Commuter Part Purchaser In Market	Select: Global Regional	Select: CPC CPA CPM CPV Null	Select: Upper Middle Lower	Language	Sequence	Link ID	Link Name	CTA			
Affiliate	Select: Demand Gen Brand	Select: Content Mobile Editorial Shopping Directory Deal Loyalty	List of Regions	List of publishers	List of Agencies		Owners Prospect Handraiser Lead On a Budget Trendy Commuter Part Purchaser In Market	Select: Global Regional	Select: CPC CPA CPM CPV Null	Select: Upper Middle Lower								
Dynamic Product Ads (DPA)	Select: Demand Gen Brand	Select: Trademark Brand Non Brand	List of Regions	Select: Facebook Snapchat	List of Agencies	Select: DPA Inventory PLA	Owners Prospect Handraiser Lead On a Budget Trendy Commuter Part Purchaser In Market	Select: Global Regional	Select: CPC CPA CPM CPV Null	Select: Upper Middle Lower	Product ID	Product Name	Product Category	Product Sub-category				
Product Listing (PLA)	Select: Demand Gen Brand	Select: Trademark Brand Non Brand	List of Regions	Select: Google Bing	List of Agencies	Select: DPA Inventory PLA	Owners Prospect Handraiser Lead On a Budget Trendy Commuter Part Purchaser In Market	Select: Global Regional	Select: CPC CPA CPM CPV Null	Select: Upper Middle Lower	Product ID	Product Name	Product Category	Product Sub-category				

Business Required Fields															Channel Specific Fields							
Channel	Sub-Channel	B2B vs B2C	Region	Country	Publisher	Agency	Business Unit	Specialty	Brand	Tactic	Targeting	Campaign Owner	Buy Objective	Funnel Stage								
Display	Select: Audio Content Display Video	B2B B2C	List of Regions	List of Countries	Select: Google Criteo YouTube	List of Agencies	Vaccines Respiratory	Dermatology HIV Antibacterial Anti-fungus Asthma COPD	List of Brands	Select: Static Banner Dynamic Pre-Roll Live Streaming Streaming Custom Con- tent Rich Media Banner Static Banner	Demographic Geo Persona LAL	Select: Global Regional	Select: CPC CPA CPM CPV Null	Select: Upper Middle Lower	Campaign ID	Platform Campaign Name	Placement ID	Placement Name	Ad ID	Ad Name	Creative ID	Creative Name
Paid Search	Select: Trademark Brand Non-Brand	B2B B2C	List of Regions		Select: Google Bing Other	List of Agencies	Vaccines Respiratory	Dermatology HIV Antibacterial Anti-fungus Asthma COPD	List of Brands	Select: Broad DSA Exact	Demographic Geo Persona LAL	Select: Global Regional	Select: CPC CPA CPM CPV Null	Select: Upper Middle Lower	Campaign ID	Platform Campaign Name	Ad Group ID	Ad Group Name	Keyword ID	Keyword		
Paid Social	Select: Static Brand Organic DPA	B2B B2C	List of Regions		Select: Facebook/Instagram Facebook Instagram SnapChat Twitter Pinterest TikTok YouTube Other	List of Agencies	Vaccines Respiratory	Dermatology HIV Antibacterial Anti-fungus Asthma COPD	List of Brands	Select: Dynamic Prod- uct Ads In-feed Video In-feed Static Story_Static Story_Video Pin Placement Optimization	Demographic Geo Persona LAL	Select: Global Regional	Select: CPC CPA CPM CPV Null	Select: Upper Middle Lower	Campaign ID	Platform Campaign Name	Ad Set ID	Ad Set Name	Ad ID	Ad Name	Creative ID	Creative Name
Organic Social	Select: Static Brand Organic DPA	B2B B2C	List of Regions		Select: Facebook/Instagram Facebook Instagram SnapChat Twitter Pinterest TikTok YouTube Other	List of Agencies	Vaccines Respiratory	Dermatology HIV Antibacterial Anti-fungus Asthma COPD	List of Brands	Select: Dynamic Prod- uct Ads In-feed Video In-feed Static Story_Static Story_Video Pin Placement Optimization	Demographic Geo Persona LAL	Select: Global Regional	Select: CPC CPA CPM CPV Null	Select: Upper Middle Lower								
Email	Select: Triggered Automated Push AdHoc Inbox Messaging Transactional	B2B B2C	List of Regions		Exact Target	List of Agencies	Vaccines Respiratory	Dermatology HIV Antibacterial Anti-fungus Asthma COPD	List of Brands	Select: Retail Newsletter Nuture	Demographic Geo Persona LAL	Select: Global Regional	Select: CPC CPA CPM CPV Null	Select: Upper Middle Lower	Language	Sequence	Link ID	Link Name	CTA			