**PUSH December - Case Study template**

1. **Campaign Overview**

Ad Format:

Offer:

Pricing Model:

Device Type:

Campaign Period:

GEO:

Total Spent:

Total Revenue:

Net Profit:

ROI:

1. **The offer**
2. **Budget**
3. **GEO**
4. **Keywords** (if used)
5. **Campaign Results**

*\*Make sure to write as detailed as possible and use screenshots of the campaign.*