

Digital media type	Targeting Strategy	Device types	KPI	Targeting	Geo	Start date	End date	Estimated CPM	Cost	Estimated Impressions	
Instagram feed	re-targeting	mobile	Lululemon Website Visits	Anyone who has visisted the lululemon website	Portland	1-Oct	23-Dec	\$ 9.50	\$ 1,000.00	105,263	
Instagram Reels	behavioral	mobile		Interest in beauty influencers, fashion influencers, outdoor athleasure, female sports and, loungewear	Portland	1-Oct	23-Dec	\$ 11.00	\$ 5,000.00	454,545	
YouTube:	Behvaioral	mobile, desktop		Interest in beauty influencers, fashion influencers, outdoor athleasure, female sports and, loungewear	Portland	1-Oct	23-Dec	\$ 2.50	\$ 12,000.00	4,800,000	
TikTok pre-roll	behavioral	mobile		Interest in beauty influencers, fashion influencers, outdoor athleasure, female sports and, loungewear	Portland	1-Oct	23-Dec	\$ 8.50	\$ 1,000.00	117,647	
Facebook	re-targeting	mobile, desktop		Anyone who has visisted the lululemon website	Portland	1-Oct	23-Dec	\$ 6.00	\$ 3,000.00	500,000	
						Lake Oswego, Bethany & Eastermoreland	1-Oct	23-Dec			
Disney +: Cocomelon	Specific Show	mobile, desktop, connected tv		Viewers of Cocomelon					\$ 65.00	\$ 1,000.00	15,385
						Lake Oswego, Bethany & Eastermoreland	1-Oct	23-Dec			
Netflix: Grey's Anatomy	Specific Show	mobile, desktop, connected tv		Viewers of Grey's Anatomy					\$ 60.00	\$ 3,000.00	50,000
						Lake Oswego, Bethany & Eastermoreland	1-Oct	23-Dec			
Netflix: Gilmore Girls	Specific Show	mobile, desktop, connected tv		Viewers of Gilmore Girls					\$ 60.00	\$ 1,000.00	16,667
						Lake Oswego, Bethany & Eastermoreland	1-Oct	23-Dec			
Netflix: Stranger Things	Specific Show	mobile, desktop, connected tv	Viewers of Stranger things					\$ 60.00	\$ 1,000.00	16,667	
Programmatic Banner	re-targeting	mobile, desktop		Anyone who has visisted the lululemon website	Portland	1-Oct	23-Dec	\$ 8.00	\$ 8,000.00	1,000,000	
				Interest in beauty, fashion, outdoor athleasure, loungewear and, female sports	Portland	1-Oct	23-Dec				
Programmatic Banner	behavioral	mobile, desktop						\$ 3.50	\$ 9,000.00	2,571,429	
								Total:	\$ 294.00	\$ 45,000.00	9,647,602

	Targeting strategy	Device types	KPI	Targeting	Geo	Start date	End date	Estimated CPC	Cost	Estimated clicks
Google Search	Keyword	mobile, desktop	Lululemon Website Visits	outdoor running outfits, gym-to-street style, best gym clothes for women, Lululemon Align pants, Lululemon leggings, best lounge leggings	Portland	1-Oct	23-Dec	\$ 2.00	\$ 5,000.00	2,500

Total cost \$ 50,000.00

Budget breakdown		
Media type	Money Spent	% of total budget
Social Media	\$ 22,000.00	44.00%
Connected TV	\$ 6,000.00	12.00%
Programmatic	\$ 17,000.00	34.00%
SEO	\$ 5,000.00	10.00%