



Pause Ad Profits

Client Onboarding Questionnaire & Campaign Brief

Collect the information required to build, install, and approve a PAP campaign

PAP CLIENT PROFIT KIT

Instructions for the client

Complete every applicable field. Use a secure method for credentials. Do not place passwords in ordinary email unless you have agreed to that method.

1. Business and Contact Information

Question	Client Response
Business name	
Primary contact	
Email	
Phone or preferred contact method	
Website	
Billing contact, if different	

2. Project Goal

Question	Client Response
What is the main goal of the pause ads?	[Lead generation / sale / booking / trial / webinar / upgrade / other]
What action should viewers take?	
What offer or page will the ads promote?	
How will success be evaluated?	

3. Audience and Message

Question	Client Response
Who is the primary viewer?	
What problem are they trying to solve?	
What is the strongest benefit of the offer?	
What objections or concerns should the ad address?	
Are any words, claims, or topics prohibited?	

4. Video and Page Details

Question	Client Response
Live page URL	
Video URL or embed code	
Video platform	[HTML5 / Vimeo / Wistia / Spotlightr]
Approximate video length	
Page builder or website platform	
Does the page restrict outside JavaScript?	[Yes / No / Unsure]
Is fullscreen used or important?	

5. Ad Content

Question	Client Response
Preferred headline or message	
Supporting text	
CTA button text	
Destination URL	
Open destination in a new tab?	[Yes / No]
Regular ad or image-only ad?	
How many ad variations are requested?	

6. Brand Assets

Question	Client Response
Logo file location	
Brand colors	
Fonts or style preferences	
Images available	
Examples of ads or pages you like	

7. Access and Technical Information

Question	Client Response
Approved domain(s)	
Who will install the PAP code?	[Service provider / client / developer]
Required login or collaborator access	
Staging or test page available?	
Technical contact	

8. Compliance and Approval

Question	Client Response
Who approves copy and creative?	
Are testimonials, prices, discounts, or results claims included?	
Required disclaimer or legal language	
Privacy or tracking requirements	
Final approval deadline	

9. Reporting and Support

Question	Client Response
Preferred reporting frequency	[Launch only / monthly / other]
Primary metrics of interest	[Overlay displays / clicks / CTR / other]
Preferred report recipient	[]
Preferred support method	[]

Client Confirmation

I confirm that the information and materials supplied for this project are accurate and that I have the right to use them. I approve the service provider to use the supplied materials solely to perform the agreed PAP services. I understand that performance results are not guaranteed.

Name	Signature	Date