# **Target brief**

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| --- | --- |
| **Campaign/Project this test relates to** |  |
| **Audience segment/s** |  |
| **Digital touchpoints for the test** *(e.g. Website and/or emails. Add URLs if it's an existing page, if email is included - please tell us briefly if data segmentation will be needed)* |  |
| **Is it FP/NFP content?** |  |
| **What is the objective of the test?** |  |
| **What goals will this test help achieve?** |  |
| **What KPIs will you need to measure the performance?** |  |
| **Recommendation for Target test**  *(Digital optimisation team to add)* |  |
| **Duration of the test?** *(Digital optimisation team to add)* |  |
| **Test requested by** |  |
| **SME sign off** (Date and Name) |  |
| **Digital Optimisation Manager sign off** (Date and Name) |  |
| **Compliance Walkthrough sign off**  (Date and Name) |  |