Ad Platform Selection Framework

November 11, 2026
Compare advertising platforms against your audience, goals and operating capacity.

What this guide covers

- Assess audience and business-objective fit.
- Score potential platforms and budget needs.
- Plan measurement and ongoing management.

Who this is for

For businesses choosing paid advertising channels.

Putting the ideas to use

Use a scoring matrix to shortlist platforms for further investigation.

Book details

Format: Guide. Pages: 14. Words: 882.

Download availability: After payment, download the complete ZIP package or the included PDF separately.