

# Naming Cheat Sheet

## **“Campaign” level (CEO)**

Test#-FreebieName-CampaignType-Date

Ex. T1-Template-Click-19Jun18

## **“Ad Set” level (Manager)**

Test#-FreebieName-Targeting

Ex. T1-Template-Guru

## **“Ad” level (Worker bees)**

Test#-FreebieName-TestType-TestVersion

Ex. T1-Template-ImageTest-TammyBookCover

