



Venue Paid Search Map

Campaign architecture for private-event intent

Use this one-page summary as a discussion aid.

- 1** Separate branded, nonbranded, event-type, local, and remarketing intent.
- 2** Match geography and landing pages to the buyer's planning behavior.
- 3** Use qualified pipeline feedback before judging spend.

No fabricated benchmarks. Use with the full guide at insights.cliqspark.com.

Find My Next Step: <https://insights.cliqspark.com/find-my-next-step>