Campaign Post-Launch Checklist

Launching the campaign is just the start. This checklist ensures you verify data, review KPIs, capture insights, and turn them into actions for the next round.

Step 1: Collect & Verify Data

Confirm UTMs, check GA4 events, reconcile ad spend, validate CRM records, spot anomalies.

Step 2: Review KPIs Against Objectives

Compare primary KPIs (leads, CPL, ROAS) with targets. Review secondary and diagnostic metrics.

Step 3: Analyze Audience & Channel Performance

Break down results by channel, audience, device, and geo. Scale winners, pause poor performers.

Step 4: Gather Team & Stakeholder Feedback

Debrief with marketing, sales, and clients. Capture qualitative insights while fresh.

Step 5: Document Wins & Lessons Learned

List top-performing creative, audiences, and offers. Record what didn’t work.

Step 6: Plan Next Steps & Optimizations

Decide what to scale, pause, or iterate. Outline remarketing and nurture campaigns.

When	Activity	Owner	Output
Day 0–1	Data capture & tracking QA	Analytics	Tracking log
Day 2–3	KPI vs goals; channel breakdown	Media + Analytics	Scorecard
Day 3–5	Creative analysis; sales feedback	Content + Sales	Wins/Lessons
Day 5–7	Decision & next steps	Owner/Client	Action list
Day 30	Final wrap (delayed conversions)	Analytics + Finance	Updated ROAS view

Quick Checklist

■ UTMs & events verified
■ CRM sources captured
■ KPI vs goal scorecard complete
■ Top/worst audiences identified
■ Sales feedback summarised
■ Next-test plan agreed
■ Dashboard link shared