

Campaign Measurement Checklist

To properly measure campaign performance, consider these questions and implement associated tactics to ensure that you're prepared to accurately monitor their effectiveness.

Campaign tactical checklist

- Tracking URLs**
Create campaign tracking URLs to measure traffic and goal completions, and attribute ROI. Campaign tracking URLs can be further segmented by channel and/or market.
- Website, apps and/or landing pages**
Create one or more clear, discoverable, dedicated and compelling digital destinations where your audience can experience the campaign or value offer, and take an action step closer to purchasing your product.
- Call to action and offer development**
Now that you have all of the fundamentals mapped out for your marketing campaign, you'll want to create one or more compelling messages to convert your audience.
- Communications and creative development**
Once you've identified your channels, translate your call to actions and offers into succinct, clear and compelling messages and creative on a channel by channel basis.

Measuring and monitoring checklist

- Did the campaign meet its objectives?**
How did the campaign perform compared to the target business objectives?
- Is there a noticeable, significant change in sales activity on featured products or services during or immediately following the campaign?**
Make sure any changes can be directly attributed to the campaign, and are not influenced or driven by other unrelated factors.
- Was there more footfall/traffic/phone calls/bookings or website visits during the campaign?**
Use proper analytics, attribution methods and models to understand trackable customer lifecycle steps, conversions and/or results. Make sure to involve a trained data scientist or analytics professional to perform this work.
- What was the campaign's return on spend relative to budget?**
Based on your preferred attribution method (first touch, last touch, multi-touch, market mix modeling) compare all gross campaign costs and budget expenditure versus attributable sales from the program.
- What directly measurable metrics like coupon redemptions, signups or product sales can we attribute?**
These are the metrics and KPIs that should be established up front that your business objectives map to.
- Can we measure or see a change in brand lift, preference or customer buying behavior?**
Use analytics, survey and interview tools to compare a randomized control group that did not interact with your campaign to an exposed group who did to determine the lift generated by your campaign, if applicable.
- Did customers, prospects or other consumer audiences provide any feedback on specific elements of the campaign?**
What feedback did your sales, retail, social or client service team(s) collect during the campaign? Are there monitoring and listening insights that can help inform future messaging, brand positioning and campaign optimization? How can the conversation be developed further?
- Did the campaign achieve a sustained change in business or only short-term impact?**
How did your campaign contribute to your larger brand growth strategy and success roadmap?