Campaign Audit Checklist
Pre-Launch Audit

Area	Guiding Question	Status (Y/N)	Notes
Objective Clarity	Is the campaign goal defined (pipeline, awareness, retention)?		
Target Audience	Do we have clear ICP and personas for targeting?		
Messaging	Is the messaging aligned with POV and customer pain points?		
Creative Assets	Are all assets on-brand, reviewed, and approved?		
Compliance	Have consent/data usage rules been verified (GDPR/CCPA)?		
Sales Alignment	Has Sales been briefed, with follow-up plays defined?		

Campaign Audit Checklist
In-Flight Audit

Area	Guiding Question	Status (Y/N)	Notes
Tracking	Are conversions, events, and engagement properly tracked?		
Budget Pacing	Is spend aligned to budget allocation?		
Lead Quality	Are leads matching ICP, and routed correctly to Sales?		
Optimization	Are A/B tests or performance tweaks happening weekly?		

Campaign Audit Checklist
Post-Campaign Audit

Area	Guiding Question	Status (Y/N)	Notes
KPI Delivery	Did the campaign meet or exceed the stated objectives?		
Attribution	Is contribution to pipeline validated in CRM?		
Learnings	Have key insights been documented and shared?		
Reuse Potential	Can assets be repurposed for future plays?		

<u>Instructions for use</u>

Use these checklists to stress-test your campaigns before launch, during the campaign, and after the campaign has ended.

They help ensure alignment, compliance, creative quality, and measurement readiness.

Print them or adapt them into your project management system.

Pro Tip:
A campaign is only as strong as its weakest link. Systematic auditing ensures you're not just launching campaigns, you're learning from them.

For more like this you can visit our homepage: www.metricdrivenmarketing.com
or check out the book that inspired this, Pipeline Proven, by scanning this QR code: