

## Your Ultimate Programmatic Campaign Checklist

Every single aspect of your campaign plays a role in its overall success. Use this comprehensive checklist to ensure nothing falls through the cracks.

### Assets

It's essential that your image and headline speak to your target audience while also directly relating to the landing page you are driving the user to.

- Images & copy
- Tracking URLs or third party trackers (optional)

#### Notes:

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### KPIs

Your key performance indicator is your yardstick of success. You should have no more than 2 KPIs per campaign, aligned to a singular goal.

#### Possible KPIs:

- Impression delivery
- Click delivery
- Efficient Metrics (effective CPC, effective CPM, effective CPE, effective CPA)
- Time on site
- Engagements
- Video completions

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## Notes:

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## Targeting

Start with all contextual categories to ensure scale and as the campaign runs, optimize categories, removing those not hitting KPIs.

*Possible targeting options:*

- Geographic
- Audience Based / Demographic
- Behavioural
- Device

## Notes:

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## Bidding/Budget

It's important to make sure your budget is significant enough to ensure sufficient data is coming in to optimize and hit your KPIs.

- Defined budget
- Specific bid to reach KPI

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## Notes:

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## Pixel placement (if necessary)

Pixels allow you to track your results and pool users into groups for retargeting. They are a key technical element for many programmatic campaigns.

### *Possible pixels:*

- Retargeting pixel
- Conversion pixel
- Engagement pixel

## Notes:

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## Reporting Cadence

Reporting provides the data you need to execute changes to the campaign based on performance. Reporting results are your map to success.

### *Possible intervals:*

- Daily
- Weekly
- Mid Month
- Monthly

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## Notes:

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## About StackAdapt:

[StackAdapt](#) is the no.1 performing native advertising platform helping brands accelerate customer engagement and acquisition. This state-of-the-art platform is where some of the most progressive work in machine learning meets cutting-edge user experience. For more information, visit [www.stackadapt.com](http://www.stackadapt.com)