

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:

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

StackAdapt

Notes:

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:

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

Notes:

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:

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

StackAdapt

Notes:

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