

01 / LAUNCH

Know what you are buying.

A practical decision guide for marketing teams, agencies and business owners. Choose the business problem before choosing the campaign.



PROBLEM

Where does progress stall?

SIGNAL

What outcome matters?

JOURNEY

Can we serve the demand?

Make the decision explicit. Record the evidence and the owner.

DO

Define a useful outcome.

Agree the customer, intended action and qualification criteria.

Validate the measurement.

Check events, values, duplicates and the path into reporting.

Walk the customer journey.

Test the offer, landing page, mobile experience and response process.

DON'T

Launch to fix an unclear problem.

More traffic can make the wrong problem expensive.

Reward the easiest event.

A form submission may not represent a good customer.

Ignore business constraints.

Stock, margins and service capacity belong in the brief.

RECORD THE DECISION

Business problem: _____

Primary outcome: _____

Owner and review date: _____

Ask before you approve: What would convince us that this campaign is worth launching?

02 / SCALE

Judge the additional spend.

A good average does not tell you what the next portion of the budget will produce. Expand with commercial and operational context.



QUALITY

Suitable customers

ECONOMICS

Contribution and cash

CAPACITY

Keep the promise

Make the decision explicit. Record the evidence and the owner.

DO

Review marginal performance.

Compare additional spend with the useful outcomes it adds.

Check the economics.

Include discounts, delivery, returns and acquisition costs.

Expand in deliberate stages.

Agree review points, responsibilities and conditions to slow down.

DON'T

Assume twice the budget means twice the result.

The next customers can cost more or have a different fit.

Treat ROAS as profit.

Attributed revenue does not include every cost of serving an order.

Count future value as cash today.

Separate observed repeat purchases from expectations.

RECORD THE DECISION

Additional budget under review: _____

Commercial or capacity limit: _____

Owner and review date: _____

Ask before you approve: Can marketing, finance and operations explain the expansion together?

03 / PAUSE

Stop for a reason.

Distinguish an unacceptable problem from an unfinished test. A pause should protect the business or make the next decision clearer.

**CHECK**

What is broken?

CONTEXT

What is still uncertain?

ACTION

Who can resolve it?

Make the decision explicit. Record the evidence and the owner.

DO**Investigate tracking and delivery.**

Check for broken links, incorrect offers and unusable conversion data.

Allow for outcome delays.

Review whether recent leads or orders have had time to progress.

Set a clear restart condition.

Assign an owner to the fix and define how it will be checked.

DON'T**Declare a winner or loser too early.**

A handful of outcomes may be inconclusive.

Keep spending through a broken journey.

Protect the customer experience while the issue is fixed.

Use a before-and-after change as proof.

Other business and market conditions may have changed too.

RECORD THE DECISION

Reason for pause: _____

What must be fixed before restart: _____

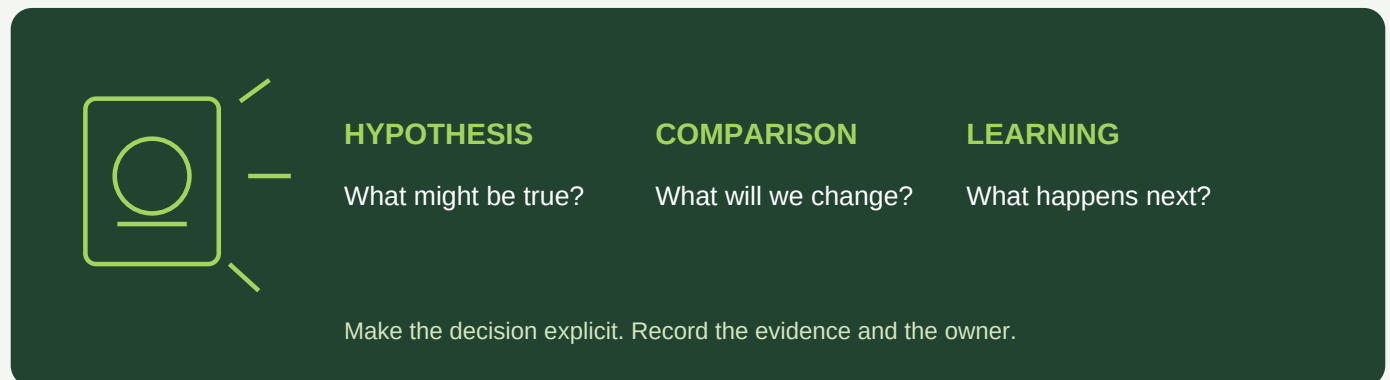
Owner and review date: _____

Ask before you approve: Are we stopping because the risk is unacceptable or because the evidence is uncomfortable?

04 / CHANGE

Test an explanation.

Give the next adjustment a hypothesis, a fair comparison and a review standard. Make the learning useful beyond the campaign.



DO

Test a meaningful idea.

Examine a customer motivation, objection, offer or piece of proof.

Keep comparisons interpretable.

Record other changes to the audience, page, price and timing.

Explain the evidence and limits.

Distinguish attributed credit from additional sales caused by ads.

DON'T

Change everything at once.

You may improve results without knowing which change helped.

Split a small budget too widely.

Too many variants can leave every comparison inconclusive.

Let automation define commercial value.

People must own the objective, data quality and final judgement.

RECORD THE DECISION

Hypothesis: _____

Evidence that would change our view: _____

Owner and review date: _____

Ask before you approve: What will this test teach us even if the new version loses?