

Campaign Evaluation: Post-Session Resources

The following questions may be helpful as you facilitate campaign evaluation discussions with your team.

1

Focus Area: Balancing Lead Volume & Lead Quality

- How are we currently measuring and distinguishing between lead quality and lead volume in our campaigns?
- What strategies are in place to ensure that we are not compromising lead quality as we scale up our lead generation efforts?
- How are we utilizing tools like automated or value-based bidding strategies to balance lead quality and volume, and what has been the impact on our campaigns so far?

2

Focus Area: Improving Audience Targeting & Segmentation

- How are we leveraging audience segmentation to ensure our ads are reaching the most relevant audience groups?
- What strategies are in place to continually refine our audience segments based on campaign performance and changing market dynamics?
- How are we utilizing our first-party data to enhance our targeting and segmentation strategies, and what results have we seen?

3

Focus Area: Measurement, Reporting & Actionable Insights

- What key metrics and KPIs are we tracking to measure the success of our campaigns, and how are these aligned with our overall business goals?
- How are we incorporating competitive intelligence into our data analysis to benchmark and improve our performance?
- How are we leveraging tools like GA4 to derive deeper insights from our data, and what improvements have we seen in our campaigns as a result?