

Campaign Post-Analysis



For internal use to assess the results of a marketing campaign.

Once completed, findings from the analysis can be written in a more client-appropriate report-style format such as the AM-Insider Campaign Post-Analysis Report.

Campaign Title:	Campaign date/duration:
Client:	Report date:
Brand(s):	Product or service:
Team and roles:	

Campaign Overview

Financial investment

Total budget:

Total expenditure:

Total sales resulting:

ROI:

**** Attach a budget spreadsheet showing the full breakdown of campaign costs.****

Purpose of campaign (highlight as many as applicable).

Brand promotion / awareness
Brand switching
Business acquisition / lead generation
Business retention
Changing purchase pattern fluctuations
Co-promotion
Consumer loyalty
Cross-promotion
Consumer re-grade
Database building
Defending markets
Developing a brand image
Developing a brand USP
Event promotion
Fundraising
Improve debtor payments
Increase market share
Increase profit margins
Increase sales
Introduce existing company to the market
Introduce existing products/services to the market

Lead generation
Modification of consumer behaviour
New company launch
New market launch
New market segment development
New pricing strategies
New product/service launch
Niche targeting within a market
Pre-sell
Product promotion
Reducing distributor risk
Reverse negative sales trend
Seasonal offer
Sponsorship activity
Store traffic attraction
Trade push
Umbrella campaign
Value offer

Other:

Background

Background overview

Explain why your client wanted to run this campaign?

Campaign objectives / goals

- 1.
- 2.
- 3.

Did the promotion meet these objectives / goals? If yes, how? If not, why not?

- 1.
- 2.
- 3.

Target market

Existing customers, new customers, or both?

Demographic?

Did you effectively reach this audience?

Competitive landscape

What was the competitor activity like during the campaign? List each competitor's advertising and marketing activities during the campaign period, and how those strategies may have affected campaign results.

Strategy

Strategy overview

Describe the campaign strategy.

What was the rationale?

What products/services were involved?

What was the big idea?

Execution

Execution overview

How did you bring the idea to market?

What advertising channels were selected, and why?

What were the types of POS chosen and why (materials, size, etc)?

Types of promotion (highlight as many as applicable)

CONSUMER Buy one get one free / 2-for-1 Competition / sweepstake / game Coupon – checkout dispenser / printout Coupon – cross-product Coupon – free-standing insert (FSI) Coupon – mobile Coupon – online Coupon – on-shelf / product display Demonstrations Easy billing Free gift wrapping Free product Free shipping Frequent user / loyalty incentive Gift with purchase (GWP) / giveaway Interest free	‘Kids eat free’ special Loss-leader Multi-buy No payments / skip a payment / third-third-third Online incentive promotion game Personal appearances Point-of-sale (POS) displays Premiums / gifts Price discount / specials / pay no tax / duty free Price-pack deal (e.g. get 25% extra free) Rebate / refund Redemption Sampling / free trial Text-2-Get Trade-in <i>Other:</i>	TRADE Dealer loader Point-of-sale (POS) displays Promotional products Push money / spliffs Trade allowances (short term incentive) Trade contest Trade discounts / functional discounts Training / advertising support programme Trade show <i>Other:</i>
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Results

Methods of evaluation used (highlight as many as applicable)

- > Anecdotal feedback, interviews or qualitative data from stakeholders (e.g. client, retailers, customers/consumers, agency team)
- > Customer/consumer engagement
- > Customer/consumer feedback
- > Email marketing tracking and statistics (opens, clicks, etc)
- > Focus group
- > Google Analytics (page views, downloads, search engine rankings, click tracking, path-to-purchase tracking, etc)
- > Sales results
- > Social media engagement
- > Survey (via email, telephone, in-person, etc)
- > Tarps v sales comparison
- > Unique toll-free number or text number usage
- > *Other:*

Data

Best and worst performing products/services:

Number of entries / responses / redemptions, etc:

Sales – was there a lift?:

Sales compared to same period previous year:

What was the effect on the group of promoted products, and non-promoted items (halo effect):

Customer interaction, participation, response:

How did this campaign compare to past promotions in terms of engagement, volume, profitability, etc?

What was the response rate compared to standard industry response rates?

Other:

Assumptions

What was the effect on the brand?

What was the effect on the category?

Was there an increase in product or brand awareness? How can you tell?

Other:

Product

Did you choose the correct product/service to promote?

Price

Was the product/service priced correctly?

Was there a price offer involved (e.g. discount, multi-buy, 2-for-1, etc)? If so, was this the best decision?

Promotion

Did the promotion type compliment the objectives/goals?

Was the promotion appropriate for the client / competitive space / market?

Did the consumer feel enough incentive to participate / buy?

Did the promotion draw enough attention?

Was the prize/coupon/GWP/offer/etc, the correct choice?

What would you do the same, or differently, next time?

People

Did all the stakeholders perform their tasks correctly and in a timely fashion?

Did the action (or inaction) of any person (or group) cause issues?

Place

Where was the promotion featured?

What stores did the promotion involve (including cities/towns)? Did you choose one store or multiple stores?

Did you involve the correct store(s)?

Were the stores pro-active/supportive?

Was the promotion a scatter-gun approach, or highly targeted?

Did the message reach right location(s)?

Process

Did the campaign mechanism work?

Was it too complicated? Were there too many steps in the process?

Were there any barriers to entry?

Were there any issues in the process from start to finish?

Creative process

Comments on the creative concepts, direction and execution of the campaign:

Were the creative elements suitable/effective? Could they have been improved?

Multiple stakeholders

Who were the stakeholders? Was the collaboration successful? How could it be improved?

Timing of the promotion

Was it the best time of the year to run the promo? What other promos were happening at the same time (within the stores, with other retailers, for other brands of the same client)?

Did the promotion clash with any other significant event or promotion?

Channel strategy

What was the channel mix?

Was the strategy correct?

What channels performed the best / worst?

Promotional material?

Analyse the mix (quantities, materials, size, colours, graphics, copy, call-to-action).

Was the material appropriate for the campaign? Could it have been improved?

Support activity

What support activity surrounded the promotion (e.g. PR, interviews, other positive industry activity, etc)?

Retail staff activation

Did the store staff require an incentive to promote the campaign?

Did the management and staff understand the promotion?

Did they support and promote the promotion?

Did they install the POS, and was it displayed correctly?

Should there have been a sales bonus / incentive / commission offered to the retailer?

Communication

Was there effective communication throughout the campaign?

Were all stakeholders kept well-informed of the process, timings, expectations, etc?

What areas could have been improved?

Summary**What worked well****What didn't work well****Would you run the same type of campaign again?**

If not, why not? If yes, what would you do the same/differently?

Recommendations for future campaigns