

# Campaign Post-Analysis Report

For external use, to present your client with the results of a marketing campaign.  
You could simply answer the questions, or craft both the questions and answers into your own, paragraph-styled report.  
Delete any text that does not apply.

<b>Campaign Title:</b>	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  <i>Other:</i>
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## Background

### Background overview

Why did you 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*)

<p><b>CONSUMER</b></p> <p>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</p>	<p>'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></p>	<p><b>TRADE</b></p> <p>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></p>
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**Results**

<p><b>Methods of evaluation used</b> (<i>highlight as many as applicable</i>)</p> <ul style="list-style-type: none"> <li>&gt; Anecdotal feedback, interviews or qualitative data from stakeholders (e.g. client, retailers, customers/consumers, agency team)</li> <li>&gt; Customer/consumer engagement</li> <li>&gt; Customer/consumer feedback</li> <li>&gt; Email marketing tracking and statistics (opens, clicks, etc)</li> <li>&gt; Focus group</li> <li>&gt; Google Analytics (page views, downloads, search engine rankings, click tracking, path-to-purchase tracking, etc)</li> <li>&gt; Sales results</li> <li>&gt; Social media engagement</li> <li>&gt; Survey (via email, telephone, in-person, etc)</li> <li>&gt; Tarps v sales comparison</li> <li>&gt; Unique toll-free number or text number usage</li> <li>&gt; <i>Other:</i></li> </ul>
<p><b>Data</b></p> <p>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?  <i>Other:</i></p>

**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**