

CAMPAIGN EFFICIENCY CHECKLIST:

5 WAYS TO REDUCE CAMPAIGN WASTE AND BOOST CONVERSIONS

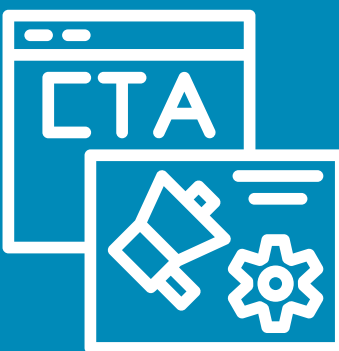
1



Targeting & Segmentation

- Have you reviewed and updated your buyer personas in the past quarter?
- Are your Customer Relationship Management (CRM) and Customer Data Platform (CDP) segments based on fresh, accurate data?
- Do you exclude low-engagement or inactive audiences from retargeting?
- Are you tracking conversion rates by audience segment and channel?

2



Content & Message Alignment

- Is your content mapped to funnel stages (awareness, consideration, decision)?
- Are your ads, landing pages, and nurture flows consistent in message and tone?
- Do you regularly A/B test copy, CTAs, and creative?
- Is your messaging aligned with your audience's current challenges and intent?

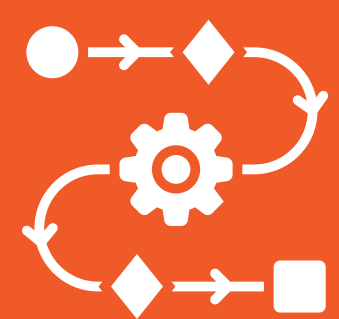
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Social Proof & Trust Signals

- Are customer testimonials, case studies, and logos visible on key conversion pages (pricing, demo, checkout)?
- Do you highlight measurable results, like a 40% revenue lift, rather than vague claims?
- Have you added trust badges, certifications, and compliance logos (SOC 2, GDPR, ISO)?
- Are your case studies aligned with your ICP or industry focus?
- Have you tested video testimonials or proof points near CTAs?

4



Automation & Integration

- Are your MAP, CRM, and analytics tools fully integrated?
- Do you have automated lead scoring and routing in place?
- Are cross-channel workflows (ads > email > SDR outreach) automated?
- Do you receive alerts when campaigns underperform?

5



Measurement & Optimization

- Do you measure beyond clicks, tracking CPL, CPA, ROI, and pipeline influence?
- Are campaign reviews held weekly (active) and monthly (strategic)?
- Do marketing and sales teams share insights on what's converting?
- Are you using A/B or multivariate testing to continuously improve performance?

ACCELERATE YOUR PIPELINE: PICK ONE AREA TO FOCUS ON EACH MONTH. SMALL, CONSISTENT IMPROVEMENTS COMPOUND INTO SIGNIFICANT EFFICIENCY GAINS OVER TIME.