

# CAMPAIGN PUBLISHING CHECKLIST

*Save your campaign.  
Save your sanity.*



# PRE-PUBLISHING CHECKLIST

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## 01. Is this thing on?

All of my campaign elements (Campaign, Ad Sets, and Ads) are toggled on.

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## 02. Ad Set Level details

Each of my Ad Sets has the same start date/time, a different audience, and the appropriate daily budget. I have toggled Dynamic Creative ON at the Ad Set level (if using).

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## 03. Ad Level details

Each of my Dynamic Creative ad versions is the same (the same elements exist under EACH Ad). I have not overloaded my number of variations as compared to the daily budget. I have toggled "optimize for each person" OFF under the images/videos. I have checked to ensure my Pixel is "on" at the bottom of the page.

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## 04. Pixel magic

Each of my funnel pages is pixelated: landing page, thank you page, etc. All of my Ads show the Pixel as active at the bottom of the Ad Set Up page.

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## 05. Conversion tracking

I have tested EACH of my funnel pages to verify that the pixel is active & firing. I have inserted the additional Standard Event code snippets or I have created Custom Conversions for that relevant thank you page and added it in Events Manager > Aggregated Events Measurement as necessary.

## NOTES

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# POST-PUBLISHING CHECKLIST



## 01. Watch the blue button

I have checked the **Review & Publish button** at the top of the page to verify that no unpublished drafts exist for this campaign.



## 02. Rejection is only temporary

My Ads may be rejected; if so, I will review my ad & landing page content for possible policy violations, tweak my copy & republish, ask for a review, and get onto Advertiser Support, as the situation dictates. I will not freak out.



## 03. My Campaign is being served

Once my ads are approved and the scheduled run date/time has passed, I can see that FB is spending some of my budget at each Ad Set (this may take a couple hours to get rolling).



## 04. Results magic

As Results happen, I can align FB reported results from Ads Manager with my email list results, for Conversions campaigns (event reporting can often be delayed by up to 24 hours).



## 05. Mischief managed

I do solemnly swear that I will not fiddle with my campaigns.

## NOTES

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