**Success Plan Requirements Checklist**

* Confirmed data sources + access to these sources for the following, applicable to each program:
  + Email Activity
  + Rep Activity
  + Media Activity
  + Rx Activity / Claims Data
    - Lifetime Value and Rx Value (from client) to calculate Revenue
  + Journey Stages Criteria (from Strategy)
  + Pharmacy Partner (for DTP)
* Data frequency
* Data lag
* Target files
* Test and Control methodology
* Alignment on dashboard filters/breakouts required
* Benchmark/Baseline alignment with Agency Analytics
* Client-provided goals/strategic objectives
* Media plans/flow charts from Agency media team (for NPP)
* Aligned upon end-to-end experience flow (for DTP)