

Sprint Retro Worksheet

Date: Facilitator:

What worked

- Channel / content that overperformed:
- Reason why:

What didn't work

- Channel / content to tweak:
- Root cause:

Experiments for next sprint

1. --
2. --

Metrics snapshot

KPI	Target	Actual	Notes
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Opens			
Clicks			
Press hits			

Shout-outs

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Action items

Owner	Action	Due
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