

CAMPAIGN QA CHECKLIST (Pre Launch)

Rishabh Thukral | 2 Jun 2025 | <https://www.linkedin.com/in/rshbh/>

Nomenclature Check

Campaign, IO, and Line Item names follow agreed format
Ad Group names are unique and descriptive
Creative naming matches tag sheet/brief

Flight Dates & Budget

Flight start and end dates match the approved media brief
Total budget and IO/LI/Ad group budget breakdown matches media brief

Pacing & Delivery

Budget pacing is set to Even/ Ahead as per the brief
Daily & total caps set as per brief
Frequency cap logic implemented correctly (hour/day/week)
Campaign set to Paused before launch

Bidding Strategy

Base and Max bid align with inventory and objective
Contract floor = Base bid (for PMP/PG)
Bid strategy selected as per media brief (Manual, Auto, Enhanced)

Goal Type / KPI Setup

Validate KPI (CTR, CPA, ROAS etc.) is set
Ensure optimization goals match campaign objective
Compare with benchmark goals

Audience Targeting

1P, 2P, 3P audiences correctly activated
The correct audience is implemented under the LI/Ad group
Audience size \geq 10,000 for performance delivery

Device / Geo / Inventory Targeting

Geo correctly applied (ZIP/state/country level)
Device targeting aligns with plan (Mobile/Desktop/CTV)
Browser/OS exclusions applied (e.g., Spanish browsers, outdated OS)

Inclusion & Exclusion Lists

Inclusion list applied as per the media brief/blueprint/client list

Exclusion list applied (High/Medium Risk) as per the media brief/blueprint/client list

Verify application across all LIs/Ad groups

Category / Content Targeting

Ensure contextual/category targeting aligns

Check category sensitivity settings

Suspicious Activity Protection enabled

Brand Safety Settings

Ensure MOAT/ IAS/DoubleVerify is applied correctly

Check pre-bid filters are active

Floodlight / Pixel Tracking

Verify floodlight tags are firing

Test using real-time tag debugger

Check tag mapping to correct activity

All Floodlight activities properly appended

Creative QA

Check creative format, size, audio, visual, and click URL

Test click-through and creative preview

Load time & responsiveness check

CTA, headline, and descriptions are included within the ad copy (if applicable)

Viewability Settings

Confirm viewability thresholds set as per the media brief (Preferably above 70%)

Ensure viewability metric is measurable

Ensure compatibility with brand safety reports

Final Checks Campaign delivery switch on/off as per launch readiness

Campaign/IO/Line Item IDs shared for billing and reporting

Screenshots and QA notes Shared with Client