

Growth Channel — First-Time User Checklist

Welcome to Growth Channel! Follow this step-by-step checklist to set up your account, create your first campaign, and start delivering ads confidently.

Account Setup

- Log in to your Growth Channel account
- Set up your **organization name**, **time zone**, and **default currency**
- Add **team members** and assign roles (Admin, Editor, Viewer)
- Add your **billing method** under *Settings* → *Ad Wallet*
- Review your **subscription plan** (Self-Serve or Managed Service)

Pixels & Tracking

- Create a **Retargeting Pixel** and install it on *all pages* of your website
- Create at least one **Conversion Pixel** (e.g., form fill, purchase, sign-up)
- Confirm pixels are firing within 24 hours (check “Last Activity” in dashboard)
- If using Tag Manager, confirm placement via GTM preview mode

Audiences

- Build your first **Prospecting Audience** (3rd-party or contextual/keyword)
- Set up a **Remarketing Audience** using your retargeting pixel
- Add **Geo Targeting** for your campaign region(s)

Creatives

- Upload creative assets that meet platform specs (image, video, audio, etc.)
- Verify correct **landing page URLs** and **UTM parameters**
- Preview each creative to ensure it renders correctly
- Name creatives clearly (Advertiser_Channel_Size_Date)

Campaign Creation

- Go to **Campaigns** → **New Campaign**
- Select the desired **Channel** (Display, Video, CTV, DOOH, etc.)
- Assign **Audience(s)** and **Creative(s)**
- Set your **Objective** (Awareness, Traffic, Conversions, etc.)
- Define **Budget, Dates, and Frequency Cap**
- Attach the **Conversion Pixel** if applicable
- Review campaign details and click **Submit for Review**

Funding

- Confirm billing is active (campaigns won't launch until funded)
- Add sufficient balance to your **Ad Wallet**
- Enable auto-funding if desired (for continuous delivery)

Reporting & Optimization

- Wait 24 hours after launch for initial data
- Review key metrics in **Reporting** → **Campaign Report**
- Compare CTR, CPM, and conversions across channels
- Note opportunities for optimization: audiences, creatives, pacing

Support & Next Steps

- Bookmark the Growth Channel Knowledge Center for reference
- Attend a live onboarding session or watch the 5-min platform walkthrough
- Contact your **Customer Success Manager** or support@growthchannel.com for help
- Explore **Advanced Features** (CRM sync, API, automation rules)

Pro Tip

Before launching your first campaign, run through the **Campaign Launch Checklist** to make sure all tracking, funding, and creative elements are set up correctly.