

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)
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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
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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)
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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)
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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**
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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)
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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
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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)
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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.