

Campaign Pre-Flight Checklist

for B2B Brands

01 Conversion API Verified



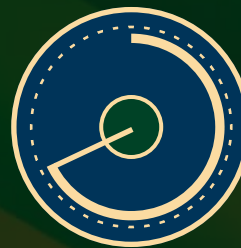
02 B2B Audience Matching ● ARMED

03 UTM Parameter Structure



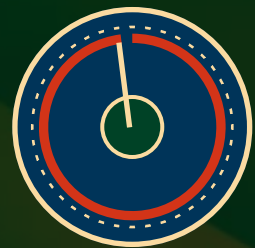
04 Creative Flight Assets ● HOLD

05 Budget Ceiling Guard ● ARMED



CPL TARGET

69%



FUEL / BUDGET

98%

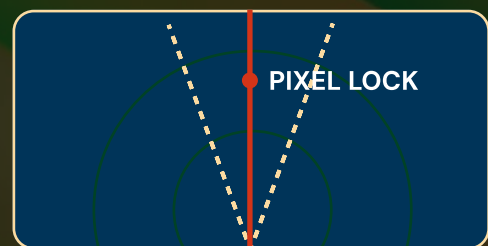


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WHY THE PRE-FLIGHT CHECKLIST?

Every ad platform ships with defaults that cost you money.

Audience Expansion is on. Audience settings default to “interest and presence”, which, for reasons beyond human comprehension, serves your DACH campaign to people in Manila who once read something about Germany.

You forget your creatives, things get lost in Asana and Trello, and then comes the time to fix things and explain how that happened.

You shouldn’t use your media budget to line the pockets of big social media companies like that.

Use our checklist to make sure your paid media campaigns don’t cause panic attacks, sleep deprivation, and unpleasant post-mortem meetings with account executives and clients.





CHECK 1: THE PLAN VS THE CAMPAIGN SETUP

Open the approved media plan next to the account.

Budget by campaign, allocation by channel, line by line.

Not “roughly right.” Matching.

Plans drift between approval and build more often than anyone admits, and the drift is always discovered later, in a reporting meeting, by the client.

The difference between a plan and how the PPC specialist has set up the campaigns can be measured in millions in media spend or hundreds of hours explaining why things haven’t performed as well as promised.

The plan doesn’t have to predict reality perfectly. It does have to survive contact with it.

CHECK 2: GEOS, MARKETS AND FLIGHT DATES CONFIRMED

PRESENCE AND INTEREST ARE NOT THE SAME

Confirm the countries, confirm the start and end dates, confirm any campaign period that has to align with an event or season. A campaign running two weeks past its window? Good luck explaining that to accounting.

On Google Search and LinkedIn, Audience settings default to "interest and presence", which quietly serves your Germany campaign to people in Manila who once read something about Germany. Nobody in the history of media buying consciously chose any of that.

It was chosen for you, against your will, by a company whose revenue goes up when your targeting goes wide.



WTF IS
COUNCIL BLUFFS?

CHECK 3: EVERY CREATIVE ASSET IS PRESENT, PER CHANNEL

PRODUCTION IS FINISHED! OR IS IT?

By “every creative is present”, we mean more than a “creative is ready!” message on Slack at 17:59 on a Friday.

Every asset, for every placement, on every channel, to the right spec.

If a missing size simply stopped a campaign from launching, it would be easy to spot. But no. It just adapts existing creative to it, and you find out

when the screenshots of squeezed videos from Meta start coming in, when your high-production-value videos are cut into Shorts by Youtube, and your images become Instagram Reels with the full AI-optimization extravaganza turned on.

So prep every variation for every placement and name it correctly.

Media work is creative work, too.

***THE SEARCH FOR MISSING
1080X1920 VIDEO CONTINUES...***

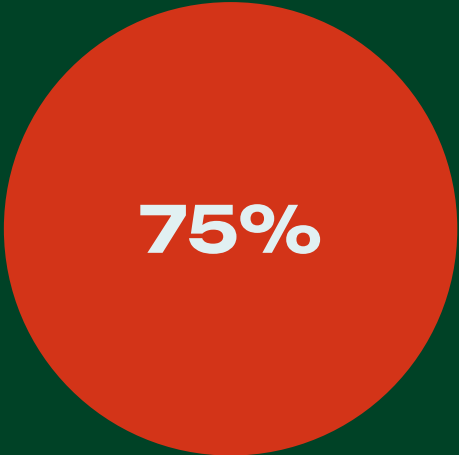


CHECK 4: NAMING CONVENTIONS

If you can't tell the channel, product, campaign type and market from the campaign name alone, the naming has failed, and also good luck with reporting. At twenty campaigns this is tidiness. At a hundred it's the difference between reporting that works and hospitalization with a nervous breakdown.

We measured this internally: strict naming conventions cut our launch times by 75% and reporting time by 40%.

Discipline pays! (and punish those who create LeadsCampaign01012026)



75%

CHECK 5: UTMS

Whether they live in a spreadsheet, based.planner, a third-party tracker or a Slack message, UTMs for every final URL and every campaign must be built before launch, not bolted on afterwards.

Every destination URL.
Every ad set.
Every ad.

Then test one by clicking it. Chrome, Firefox, and Safari all love to strip parameters, not to mention redirects, and when that happens it's a silent assassin of your campaign reporting.

CHECK 6: TRACKING

Fire a real test conversion. Watch it arrive. Surprise your sales people with ten more test@test.com form submissions. They'll love it, I'm sure.

A tag-presence scan tells you a tag exists, which is not the same as a tag working, which is not the same as a tag firing once on the right action with the right value.

Want good campaigns? Set up good tracking.

CHECK 7: CRM INTEGRATION & AUTOMATION

This is the one everybody skips and everybody regrets.

If the campaign isn't visible in the CRM before launch, you will spend the first month of the engagement unable to answer the only question that matters:

What actually became revenue?

**THAT'S HOW YOUR SALES
PEOPLE FEEL WHEN YOU
HAVEN'T CONNECTED HUBSPOT
WITH LINKEDIN. THEY NEITHER
FORGIVE NOR FORGET.**

CHECK 8: DEFAULTS OFF

On LinkedIn: Audience Expansion off.
LinkedIn Audience Network off. Always.

Change audience settings from "interest and presence" to "presence" wherever applicable across LinkedIn, Meta, Google and Bing. Do it on every campaign, not just the first one.

Duplicated campaigns inherit some settings and reset others, and which is which changes without notice.

Make a habit of it. Like breathing.
Or turning off AI enhancements on Meta.



CHECK 9: BUDGETS, BIDS AND OBJECTIVES MATCH

Per campaign. Per ad group. Per line item.
Not at account level.

The objective in particular — a campaign built on the wrong objective will very enthusiastically optimise toward the wrong outcome and the metrics will look fine while it does.

You're asking for conversions from a traffic campaign? You'll get traffic, my friend.

CHECK 10: ARE YOUR LANDING PAGES ALIVE?

Once the DNS resolves where it should, your tracking works, and tags fire in the correct sequence, load those shiny new LPs on an actual phone.

Stop. I mean an actual phone, not a browser resized to look like a phone.

Most of your traffic is mobile and most landing page checks are done on a 27-inch monitor.

| CHECK 11: POLICY & COMPLIANCE

Check account history, rejections, invoices, and attached credit cards before launch, not after the campaigns fail to deliver.

If you're in a regulated category — finance, health, energy, real estate — assume extra scrutiny and read the platform's policy before you write the copy, not after it gets rejected.

Google and LinkedIn are huge fans of changing policies on the day of your launch, so if your iGaming campaigns plan to ever see the light of day - make sure you comply with everything.

Then hope that it's Sunday at the campaign rejection factory.



CHECK 12: DUPLICATE CHECKS

Duplication is how you move fast, and it's where nearly every error comes from.

Names, geos, saved audiences, creatives, settings - check all of them, one campaign at a time. The whole point of duplicating was to save time, and this check gives some of it back. Do it anyway.

It is never too late to catch an error, and it is always cheaper than finding it in week three in a campaign spending \$1k/day.

THE FRIDAY RULE

Check whether it's Friday.
Oh it is? Stop.

Build everything, run the checks,
leave it paused, launch Monday.

A campaign launched on Friday
afternoon spends all weekend
unattended. If the tracking is
broken, it's broken for ~60 hours.

If a creative got rejected, it sits
rejected.

Fridays are for being in love, not for
launching global omnichannel
campaigns.

CATCHING MORE EXPENSIVE MISTAKES

A perfectly configured campaign can still be
a perfectly efficient waste of money.

If your B2B company spends €10k+/month on
marketing and the pipeline is still weak, leads
suck or growth has stalled, we'll look at the
whole system.

Brand. Creative. Media. Tracking. Lead
quality. Commercial impact.

This is not another "let's optimize LinkedIn"
call, God forbid. A proper Marketing
Effectiveness Audit.

Free for qualified B2B companies. You get a
written report + a 30-minute reporting call.
To preserve our mental health we only do 4
audits per month.

[Get the free audit](#)





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