

- ☐ 1. Confirm the Meta Ads Pixel is installed and firing.
- ☐ 2. All retargeting segments built across available timeframes (30, 90, 180 days).

Segment	Timeframe	Description
☐ All websites visitors	30,90,180 days	Anyone that has visited your website
☐ All Facebook page visitors	30,90,180 days	Anyone that has visited your Facebook company page
☐ All Instagram account visits	30,90,180 days	Anyone that has visited your Instagram company page
☐ All past event attendees	30,90,180 days	Anyone that has RSVP'd for your past Meta events.
☐ All lead gen form opens and submits	30,90,180 days	Anyone that has opened or submitted your lead forms.
☐ All 25–95% video viewers	30,90,180 days	Anyone that has watched 25–95% of your video ads
☐ All pricing, demo, trial, and case study bouncers	30 days	Anyone that has viewed your intent pages and left.
☐ All meeting no-shows	30 days	Anyone that booked a meeting and didn't attend.
☐ All closed lost opportunities	90, 180 days	Any contacts from lost deals.

- ☐ 3. All relevant exclusion audiences created.

Exclusions	Description
☐ Age ranges < 21	Anyone that isn't older than 21 years old.
☐ All thank you page visits	Anyone that visited your form thank you page.
☐ All lead gen form submits	Anyone that has submitted your lead forms.
☐ All existing customers	Any contacts of existing customers.
☐ All competitors	Anyone that works at your competitor's companies.
☐ All partners	Any existing partners that shouldn't be included.
☐ Poor fit titles	Anyone who works in roles you don't support.
☐ Irrelevant industries	Anyone that works in industries you don't support.
☐ Lookalike of disqualified leads	Anyone similar to your disqualified leads.

☐ 4. Ads created for each remarketing cohort.

Asset	Timeframe	Description
☐ Product Marketing	30,90 days	Content that focuses on promoting the capabilities of your product.
☐ Social Proof	30,90 days	Content that promotes your product through others words and results.
☐ Thought Leadership	90,180 days	Content that educates your target audience and positions you as an expert.
☐ Offers	30,90 days	Asking your target audience to convert in exchange for something (e.g. Demo, Trial).

☐ 5. All applicable remarketing campaigns created.

a. Audience network & expansion disabled.

b. Feed & story placements selected.

- 30-Day Campaign: {Location} | {Offer} | Remarketing (30D) | {Ad Type} | {Objective}
- 90-Day Campaign: {Location} | {Offer} | Remarketing (90D) | {Ad Type} | {Objective}
- 180-Day Campaign: {Location} | {Offer} | Remarketing (180D) | {Ad Type} | {Objective}
- Offer bouncer: {Location} | {Offer} | {Offer Name Bouncers} (30D) | {Ad Type} | {Objective}