

# A practical checklist for evaluating promotion effectiveness

Vizer has identified 16 variables that influence promotional performance. Measuring and optimizing across them helps brands improve ROI and reduce waste.

Use this one-page checklist to review the core elements shaping promotion results and identify gaps across current or planned campaigns.

## Offer Design

- 1. Incentive value and structure**  
Is the offer compelling enough to drive action while still protecting margin?
- 2. Qualification requirements**  
Are eligibility rules clear and frictionless, without limiting participation unnecessarily?
- 3. Redemption window**  
Is the redemption window established?
- 4. Product scope**  
Does the offer apply to the right UPCs to support your broader velocity goals?

## Distribution

- 5. Channel Design**  
Are the channels chosen aligned with where your target shoppers actually engage?
- 6. Audience targeting**  
Is the offer reaching the right audience segment based on intent or behavior?
- 7. Creative messaging**  
Is the creative messaging prepared to clearly communicate value?
- 8. Timing and frequency**  
Are timing and frequency set?

## Technical

- 9. Security settings**  
Are safeguards in place to reduce stacking, fraud, or unintended redemptions?
- 10. Mobile optimization**  
Is the redemption experience simple and seamless on mobile?
- 11. Redemption mechanism**  
Is the redemption process easy to understand and frictionless at point of sale?
- 12. Retailer integration**  
Are retailer systems aligned to support accurate tracking and redemption?


## Strategic

- 13. Competitive landscape**  
Have you assessed competing offers that may dilute performance?
- 14. Seasonality**  
Is the promotion aligned with seasonal demand patterns, category peaks, or shopper moments?
- 15. Inventory availability**  
Is there sufficient inventory and retail distribution to support demand lift?
- 16. Retailer distribution**  
Are you activating in the right retail environments to support campaign goals?



## Why visibility matters

This checklist will help you:

-  **Retail promotions have historically relied on limited visibility into real performance. Full-funnel measurement now makes it possible to evaluate and optimize with clarity.**