

Campaign Rationale

Know why a campaign exists and what it is supposed to achieve.

BUSINESS / PROJECT NAME:	PREPARED BY / ROLE:	DATE:
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THE ZILGROW THINKING SHIFT:
Don't choose a campaign before understanding the objective. Launching a campaign is the beginning of the work, not the end.
Instead of asking: "How do I set up this campaign in Google Ads or Meta Ads Manager?" -> Ask: "Why does this campaign exist, what should it achieve?"

01 Business Objective & Campaign Job

Write the campaign rationale before touching any ad platform interface.

1. Business Problem This Campaign Solves Why are we running this campaign right now? What business goal does it serve? 	2. Specific Campaign Objective Qualified leads, direct purchases, high-intent traffic, or retargeting conversions
3. Target Audience & Intent State Who needs to see this ad? Are they actively searching or scrolling/discovering? 	4. Core Offer & Value Hook What specific offer or message will motivate this audience to act?

02 Campaign Architecture & Journey Alignment

Connect platform selection, targeting, creative, landing page, and follow-up into one plan.

Campaign Component	Key Decision Question	Planned Approach	Rationale (Why This Choice?)
Platform & Format	Which platform & campaign type fits?		
Audience / Keywords	What signals or intent make them relevant?		
Creative & Ad Copy	What earns attention & explains the offer?		
Destination / Page	Where do they land after clicking?		
Conversion Action	What exact action are we asking for?		
Lead / Sale Follow-Up	What happens immediately after action?		

03 Budget, Bidding & Economics Assumptions

Ensure the cost of acquiring leads or customers makes business sense.

Metric / Parameter	Target / Planned Number	Business Break-Even Limit	How It Will Be Tracked
Total Test Budget & Duration			
Target Cost Per Lead (CPL)			
Lead-to-Customer Rate (%)			
Target CAC / ROAS			

04 Testing Plan & Decision Rules

Define what evidence will tell you whether the campaign is working.

Primary Hypothesis Being Tested

If we show [offer/message] to [audience] on [channel], we expect [measurable outcome]

Variables to Test First

Audience segment, creative angle, hook, or landing page headline?

What Result Proves Progress?

Beyond cheap clicks, what proves the leads or conversions are genuinely valuable?

Stop / Fix / Scale Criteria

At what threshold will we pause, diagnose a leak, or increase budget?

Pre-Launch Campaign Readiness Checklist

☐ Conversion tracking (GA4, GTM, Pixel/CAPI, UTMs) is tested and firing accurately.

☐ The landing page message directly matches the promise made in the ad creative.

☐ The follow-up system (WhatsApp/Email/Sales team) is ready to respond rapidly.

☐ We have defined success by business outcomes (qualified leads/sales), not vanity clicks.