

Review Dashboard

Understand what happened, what worked, what failed and what needs to change.

BUSINESS / PROJECT NAME:	PREPARED BY / ROLE:	DATE:
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THE ZILGROW THINKING SHIFT:

A dashboard full of numbers can still tell you nothing. Data -> Diagnosis -> Decision -> Optimization.
Instead of asking: "How many impressions, clicks, or cheap leads did the platform report?" -> Ask: "Did we move toward the business objective,

01

The Five Zilgrow Review Questions

Numbers without context are misleading. Start every review by answering these five questions.

1. What Was the Objective? What specific business result was this campaign or system supposed to achieve?	2. What Actually Happened? Summarize the real outcome against the target objective (with verified numbers
3. Why Did It Happen? (Diagnosis) What drove the result? Was it audience fit, offer clarity, creative, page, or	4. What Did We Learn & What Changes Next? What specific decision are we making for the next cycle based on this evidence

02

Platform Metrics vs. Business Results Scorecard

Separate surface platform activity from true business progress.

Metric Category	Specific Metric	Target / Plan	Actual Result	Diagnosis (Strong / Leak / Why)
Investment	Total Spend / Effort			
Traffic / Reach	Qualified Visits / Clicks			
Conversion Rate	Visitor-to-Lead %			
Lead Volume & Cost	Total Leads & CPL			
Lead Quality	Qualified Leads (%)			
Business Outcome	Customers / CAC / ROAS			

03 Component-Level Diagnosis (What Worked vs. What Failed)

Pinpoint where the system succeeded and where friction occurred.

System Component	What Worked (Keep / Scale)	What Underperformed (Fix / Stop)	Evidence Source (GA4 / CRM / A)
Channel & Audience			
Creative & Message			
Offer & Landing Page			
Follow-Up & Sales			

04 Optimization Decisions & Next Action Plan

Every review must end with a clear decision on what to stop, improve, or scale.

1. STOP (Activities or Spend to Pause)
Which audiences, keywords, creatives, or channels are wasting budget without b

2. FIX / TEST (Primary Bottleneck to Improve)
What specific change will we test next to fix the biggest drop-off point?

3. SCALE (Proven Winners to Expand)
What has proven unit economics and deserves more budget or effort?

4. Tracking or Attribution Gaps to Close
Are there any blind spots in GA4, GTM, UTMs, or CRM feedback before the next r

Zilgrow Review Discipline Checklist

☐ We evaluated lead quality and customer conversions, not just CPL or click volume.

☐ Every optimization decision is tied to a diagnosed bottleneck rather than guesswork.

☐ We documented our learning so the team builds cumulative marketing judgement.

☐ Only 1-2 major variables are changed at a time so we can measure what caused the improvement.