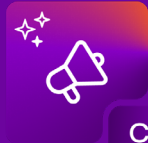
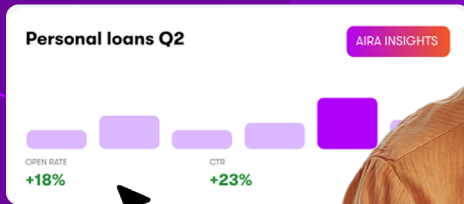




Kentico



Campaign Manager

- KPIs are defined and measurable.
- Audience and channels are documented.
- Pivot triggers are defined.
- Goal completion vs. brief is documented.
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- A stage-by-stage journey breakdown is captured.

The Marketer's Campaign Retrospective Checklist.

An 11-point framework for the campaigns you'll wish you'd run.

Most campaigns end. The good ones get retrospectively. This one-pager gives you a tight, tactical framework to brief, monitor, and unpack any campaign, so that what you learn from one campaign shows up in the next.

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Phase 1

Before launch: Brief alignment.

If the brief is fuzzy, the retrospective will be too

KPIs are defined and measurable.

Not "raise awareness" but actual numbers with actual targets.

Audience and channels are documented.

Determine who, where, and why instead of assuming.

Definition of success is agreed across the team.

Marketing, sales, and leadership are looking at the same finish line.

A comparison campaign is identified.

What are we benchmarking against, the same product launch last year? Or a competitor moment? Set the bar before you jump.

Phase 2

Mid-campaign: Health check signals

Campaigns that quietly underperform are the most expensive ones

Weekly performance review cadence is set.

Calendar invite. Owner. 15 minutes. Done.

Drop-off and engagement signals are being monitored.

Where are people leaving the journey? Where are they leaning in?

Pivot triggers are defined.

"If CTR drops below X by week 2, we change Y." Decide before the dashboard turns red.

Phase 3

Performance debrief: Building institutional memory

A retrospective nobody can find is a retrospective that didn't happen.

Goal completion vs. brief is documented.

Did you hit what you said you'd hit? Honest answer.

A stage-by-stage journey breakdown is captured.

Top of funnel through conversion: where it worked, where it didn't.

Top 3 lessons are surfaced and tagged for next campaign.

Not 30 lessons, but three. Tagged so future-you can find them.

The report is saved where future-you (and the team) will actually look.

Not a desktop folder. Not a Slack thread. A real, searchable location.

Running 11 manual boxes per campaign? There's a faster way.

The Campaign Manager agent does this work for you, inside Xperience by Kentico. It briefs, monitors, and retrospects every campaign so your team keeps the thinking and skips the chasing.

MEET THE CAMPAIGN MANAGER →

