

Basic Campaign Results Tracker

Record enough information to make the next decision without turning one campaign into a technical project.

Campaign and date

Name the campaign, source, asset and test period.

Placements or credits

How many placements, credits or paid orders were used?

Visits or clicks

Record the source-reported and site-recorded totals separately when available.

Useful actions

Record signups, replies, downloads, sales or the action that matched the goal.

Cost and time

Record money spent and approximate working time.

Next decision

Continue, revise, pause or stop? Name the evidence and one next action.

BEGINNER NOTE

One result does not prove a permanent pattern. Keep conditions written, compare carefully and avoid changing everything at once.