Campaign test brief

Illustrative examples. Replace them with your own verified records.

Example: website sales

Illustrative authorization: $400 total test spend, with a $20 media allowance per first order. At full spend, 20 first orders meet that allowance. This is a planning calculation, not a forecast.

Example: qualified inquiries

Illustrative outcome: $300 spend, 15 valid distinct inquiries and six qualified inquiries. Cost per valid inquiry is $20; cost per qualified inquiry is $50. Neither is customer acquisition cost without confirmed customers.

Choose the actual path

Record objective, conversion location, identity, audience, placement, budget type, dates and time zone. Verify the current platform spending rules rather than assuming a daily setting is an exact lifetime cap.

Review the whole journey

Test the advertised offer, landing page, form or checkout and measurement. Check approval, delivery and business outcomes separately. Save the final campaign settings before interpreting results.

Read the complete instructions

https://www.zincdigital.co/blog/meta-ads-basics/

Campaign test brief / your record

Illustrative examples. Replace them with your own verified records.

Business outcome, qualification definition and offer

Platform, objective, conversion location and destination

Audience, identity and placement choices

Authorized total, budget type, schedule and time zone

Event test, creative rights and mobile journey result

Review owner, stop conditions and next check

Campaign test brief / acceptance checks

Illustrative examples. Replace them with your own verified records.

Check only after verification. Record exceptions below; an empty box is unresolved.

- [ ] The business controls the relevant account and identity.
- [ ] The objective matches the required outcome.
- [ ] The destination and conversion location match.
- [ ] A controlled event test is recorded.
- [ ] Duplicate events and invalid submissions were checked.
- [ ] The offer, stock and delivery or service terms are accurate.
- [ ] Creative and music or image rights are approved.
- [ ] Mobile previews and the destination were inspected.
- [ ] Budget type, platform rules and total authorization were reconciled.
- [ ] Dates and time zone were checked.
- [ ] A person owns inquiry follow-up or order review.
- [ ] Platform attribution and source business records remain distinct.

Exceptions, owner and next review date