

Campaign QA Checklist

Campaign Level:

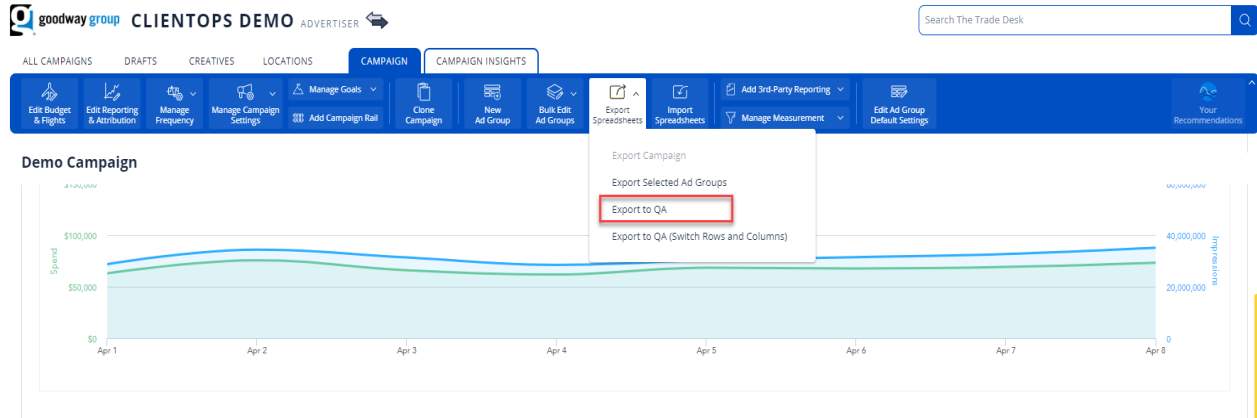
- 1- Are your KPI's aligned with your media goals?
- 2- Are your budgets correct?
- 3- Are the correct flight dates set (including Time Zone)
- 4- Have you setup your pacing correctly?
- 5- Did you map all the proper Conversion Pixels in the reporting columns? Does your conversion pixel have fires? Is Cross Device Attribution with Identity Alliance enabled?
 - If you have multiple pixels, do you have Custom CPA Enabled?

6- Are your campaign rails set correctly?

Name	Budget	Start Date	End Date	Bid Type	Bid Amount	Goal	Reporting Type	Spend
DOOH	\$1,000,000	Yesterday		Bids	\$1,564.24	CPA Actual	\$2.05 CPM	\$922,783
z_extra_8	\$1,000,000	Yesterday		Bids	\$1,564.24	Goal	REACH CPM	\$922,783
z_extra_3	\$1,000,000	Yesterday		Bids	\$1,564.24	Goal	REACH CPM	\$922,783
z_extra_6	\$1,000,000	Yesterday		Bids	\$1,564.24	Goal	REACH CPM	\$922,783
z_extra_2	\$1,000,000	Yesterday		Bids	\$1,564.24	CPA Actual	\$2.05 CPM	\$922,783
z_extra_10	\$1,000,000	Yesterday		Bids	\$1,564.24	Goal	REACH CPM	\$922,783

Ad Group Level:

Use the Ad Group Export tool to easily QA all the ad groups within your campaign at once. To do this, select all ad groups and select Export Spreadsheets>Export to QA.



Budgets, Pacing & Goals

- Is there a budget listed for each ad group?
 - *If budgets are fluid & you are using Auto-Allocator:* Each ad group budget can equal the total campaign budget to allow the platform to optimize
 - *If budgets are not fluid:* Ensure that all ad group budgets add up to the total campaign budget
 - *If the campaign has different flights:* Expand them and check that all ad groups for each flight have a budget assigned
- Have you applied your ad group pacing settings correctly? Do they match with your Campaign? Column Groups DailyTarget (USD) (Current) and Pacing
- Make sure there are no Daily Caps set to "0" Column Group Budget Impressions (Current)

	A	B	C	D	E	F	G	H	I
	Setting	ID	Version	Status	Budget (USD) (Current)	DailyTarget (USD) (Current)	BudgetImpressions (Current)	DailyTargetImpressions (Current)	Pacing
1	Display	qh1pwo3	Megagon	On	\$1,110,000.00	Pacing Evenly	None	Pacing Evenly	Pace Evenly to End of Flight
2	Native	o7m3tvy	Megagon	On	\$1,110,000.00	Pacing Evenly	None	Pacing Evenly	Pace Evenly to End of Flight
3	Video	7cazy75	Megagon	On	\$1,110,000.00	Pacing Evenly	None	Pacing Evenly	Pace Evenly to End of Flight
4									
5									

Base & Max Bids:

- Do your Base Bid & Max Bids make sense for the media type & tactic? Max bid typically 2-3x higher than base bid.
- Is Predictive Clearing enabled?
- Is Upcoming Features Opt-in enabled?
- Is your KPI goal correct for each ad group? Column Groups ROIGoalType and ROIGoalValue

Audience:

- Is the right audience applied to each ad group?
- Does your audience have adequate unique ID's? (IE enough scale?)
- Has Audience Excluder been enabled?
- Is Identity Alliance Cross Device Targeting enabled?

Market Type:

- Market Type: Is the correct Market Type selected?
 - If Open Exchange → Spot Market
 - If PMP → Private Market Only
 - Or Both
- Are you utilizing "help me reach my floor price"? Column Group UseContractFloorPriceAsBaseBid
- Set to 7-10% if so. Column Group ContractFloorPriceAsBaseBidAdjustment

Creative (in Excel):

- Is the right creative applied to each ad group?
-

Creative (in Platform):

- Is the creative user approved?
- Is the creative SSP approved?

goodway group CLIENTOPS DEMO ADVERTISER

Search The Trade Desk

ALL CAMPAIGNS DRAFTS CREATIVES LOCATIONS CAMPAIGN CAMPAIGN INSIGHTS

Upload Creative Bulk Upload Creatives Edit Names Approve Edit Flight Dates Export Vendor File Converter Archive Resubmit for Review Assign to Ad Groups Clone More Bulk Edits

Creatives

Q Search

Types (All) Ad Formats (All) User Approval Status (All) More Filters #1 EDIT COLUMNS

	NAME	AD FORMAT	VENDOR STATUS	USER APPROVAL	MEDIA	SECURABLE	DATE CREATED	CAMPAIGNS	START DATE	END DATE	TIME ZONE	ID	INTEGER ID
<input type="checkbox"/>	TTD_300x250_Demo 2	300x250		Approved	Image		Thursday, October 7, 2021	None	Immediately	Indefinitely		2h0mwe9s	20560900
<input type="checkbox"/>	TTD_300x250_Demo	300x250		Approved	Image		Thursday, October 7, 2021	None	Immediately	Indefinitely		4ior3yh6	20560901
<input type="checkbox"/>	TTD_300x250_Demo	300x250		Approved	Image		Monday, September 20, 2021	None	Immediately	Indefinitely		9p7ovur	20280227

Frequency:

- Is your ad group frequency cap correct?

Site/App:

- Are the correct site lists (target lists & block lists) applied to your ad group rails?

Geography:

- Is the right geo applied to each ad group?

Pre-Bid Solutions

- Is Viewability a KPI? If so, has a Viewability Pre-Bid been enabled?
- Is VCR a KPI? If so, has Quality Alliance VCR been enabled?
- Have the correct brand safety & suspicious activity pre-bid filters been applied? Are there any custom advertiser keyword blocking categories that need to be added? (IAS, DoubleVerify, Grapeshot, Peer39)

Ad Environment and Device Type:

- Are the correct device types being targeted?
- Are the correct ad environments being targeted?
 - If you are targeting a Geofence, make sure In-App is selected

Other Considerations

Connected TV:

- Campaign Level
 - Has the CTV device graph been enabled?
- Ad Group Level
 - Are you targeting Household Level Devices in the Audience Tile?
 - ▼ Household Options
 - Target household-level devices (recommended for CTV)
 - Are you running PMP Only with the Bid to Floor tool enabled?
 - Are you running without any Brand Safety or Fraud pre-bids? (incompatible with CTV)
 - Are you targeting CTV and In-App Only?
 - Is your creative compatible with CTV? (VAST tags only, spec sheet [here](#))