



IDEAL PROGRAMMATIC CAMPAIGN TIMELINE

A proven timeline for a smooth, successful programmatic campaign launch.

WEEK 7

Media Brief to Media Buying Team: Share campaign goals, KPIs, target audiences, and budget.

WEEK 5

Media Plan with Audience Strategy from Media Buying Team for Approval: Receive recommended channels, audience strategy, reach/frequency, and budget allocation for review.

WEEK 4

Final Approval of Media Plan Communicated to Media Buying Team: Confirm plan, budget, and flighting schedule are final.

WEEK 3

Finalize Creative and Send to Media Buying Team: Deliver all creative assets in required sizes and formats for all channels.

WEEK 2

Tracking Set Up by Media Buying Team: Implement pixels, tags, and conversion tracking. Validate data collection.

WEEK 1

QA Completed by Media Buying Team: End-to-end testing of campaigns, tracking, creatives, and reporting.

LAUNCH

Launch and Ongoing Optimization: Campaign goes live, monitor performance, test, and optimize continuously to drive better results.



Vision Media Tip: Early planning reduces risk, improves efficiency, and maximizes every media dollar.



PROGRAMMATIC CAMPAIGN PLANNING CHECKLIST

Use this checklist to ensure every critical element is in place before your campaign launches.

1. STRATEGY & PLANNING

- ☐ Campaign goals and KPIs are clearly defined
- ☐ Target audience and priority segments identified
- ☐ First-party data integrated and uploaded
- ☐ Contextual and third-party data strategy defined
- ☐ Success metrics and tracking plan established

2. MEDIA PLANNING

- ☐ Channel strategy aligned to funnel stages
- ☐ Reach, frequency, and budget strategy defined
- ☐ Inventory sources and partners selected
- ☐ Brand safety in place
- ☐ Flighting schedule and seasonality considered

3. CREATIVE DEVELOPMENT

- ☐ Creative concepts aligned to audience & funnel
- ☐ Multiple creative variations developed
- ☐ All required sizes & formats for each channel
- ☐ Creative files finalized and approved

4. TECHNICAL SETUP

- ☐ Tracking pixels and event tags defined
- ☐ Tag management setup confirmed
- ☐ UTM parameters and naming conventions set
- ☐ Data capture and attribution verified

5. QUALITY ASSURANCE

- ☐ Campaign QA completed end-to-end
- ☐ Creatives tested across all devices & placements
- ☐ Tracking and reporting validated
- ☐ Final sign-off received from all stakeholders