

# **Ngo's Pre-Launch Campaign Checklist**

## **Landers**

- Changed all links to my tracking link
- Check the main tracker link works
- Got approval from affiliate network to run?
- Is page load speed under my threshold?
- Checked lander works on appropriate devices
- Am I abiding by the offer's terms and conditions?
- Is lander named according to conventions
- Is this lander on the correct domain?
- Are landers in the right language?

## **Traffic source**

- Checked bid price
- Checked GEO is correct
- Checked devices targeted
- Checked blacklist is in place (or not depending)
- Click traffic source link to make sure all redirects work
- Checked all landers on traffic source link (if running multiple)

## **Offer**

- Is the offer still live (check through VPN)?
- Am I running on an allowed traffic source?
- Have I tested conversions are tracking in affiliate network + tracker?

## **Tracker**

- Are cost clicks being pulled from traffic source?
- Are clicks being pulled from users pressing CTA?
- Is campaign named according to conventions?