

CHECKLIST FOR MEDIA SUCCESS IN 2024

- Is your PPC account set up in line with best practice?
- Are you making use of all PPC campaign types?
- Do you have accurate conversion tracking in place?
- Does the tracking cover all relevant data points?
- What reporting do you have beyond last-touch?
- Have you identified channels are appropriate to test for your business objectives?
- Are you prepared for the removal of third-party cookies?
- What steps have you taken to future-proof your PPC?
- Have you considered how your paid media campaigns might be impacted?

