



Campaign consultation

Day -7

- Success objectives
- Audience calculation
- Order acknowledgement

Creative guidance

Day -5

- Best practice benchmark
- Visual impact assessment
- Technical specifications

Creative confirmation

Day -3

- Content standardising
- Multi-device testing
- Approved for launch

Timing optimisation

Day -1

- Segmentation scheduling
- A/B testing categories
- Delivery programming

Launch confirmation

Day 0

- Launch report
- Technical monitoring
- Commitment fee invoice

Success report

Day +5

- Return on investment report
- Campaign analysis
- Performance fee invoice