

The Promo Measurement Scorecard

Define what “success” means before your next promotion launches — in dimensions you can actually measure.

The problem this solves. Most promo recaps report “lift in units sold” and stop there. That tells you something happened; it doesn’t tell you what to repeat. This one-page scorecard forces the specificity that turns a recap into a playbook — filled out **before** the campaign goes live.

How to use it

1. **Fill it out before launch.** Sections 1–3 are a pre-launch contract with yourself and your analytics partner.
2. **Hand Section 2 to your analytics team.** Confirm every named dimension is actually being captured on your PDP and cart events. If one isn’t, you’ve found your first gap.
3. **Complete Section 4 within a week of the campaign closing.** Compare planned vs. realized while the data is fresh.

Section 1 – Campaign basics

Field	Your answer
Campaign name	
Run dates	
Offer / mechanic	
Primary channel(s)	
Owner	

Section 2 – Define success in measurable dimensions

Don’t write “lift in units sold.” Write the version a dashboard could actually answer.

Example

Weak: “Drive a lift in units sold.”

Strong: “Lift in units sold among loyalty members (Guest Flag = member), in delivery zones X, Y, and Z (Service Type = delivery), where the item held an Availability Score above 80.”

Success metric	Dimensions that define it	Target
Primary		
Secondary		
Guardrail (don't-harm)		

Section 3 – Pre-launch readiness check

- Every dimension named in Section 2 is confirmed live on PDP and cart events.
- Loyalty vs. guest can be separated in reporting (Guest Flag is captured).
- Target zones / zip codes are isolated in the report view before launch.
- Availability Score is being logged so stockouts can be ruled in or out.
- Save Amount (realized) is captured, not just planned discount depth.
- A baseline (prior comparable period) is defined for each success metric.

Section 4 – Post-campaign readout

Fill this in within a week of close. The gap between planned and realized is where the next playbook lives.

Metric	Planned	Realized	What the gap tells us
Primary			
Secondary			
Guardrail			
Realized vs. planned discount			
Stockout impact (Avail. < 80)			

One thing to replicate next time: _____

One thing to change next time: _____

This scorecard assumes you know which dimensions you're capturing. Most teams don't — yet. The free **dataLayer Audit Checklist** gives you the full PDP/cart inventory and a repeatable audit workflow so Section 3 takes minutes, not meetings.

Download it at augurian.com/datalayer-checklist.