

AI CAMPAIGN WASTE AND OPPORTUNITY SCORECARD

Turn an AI campaign analysis into evidence-backed priorities without acting on unsupported recommendations.

CAMPAIGN		PLATFORM	
DATE RANGE		PRIMARY GOAL	

1. Diagnose the five campaign zones

ZONE	WHAT TO EXAMINE	STATUS
Traffic quality	Search terms, placements, audiences, locations, devices, and products. Look for spend that cannot reasonably produce the desired customer.	☐ Clear ☐ Review ☐ Urgent
Budget allocation	Where money is concentrated, where profitable areas are limited, and whether one campaign is absorbing budget without producing business value.	☐ Clear ☐ Review ☐ Urgent
Conversion tracking	What the platform counts, whether values are accurate, and whether primary conversions reflect qualified leads or real sales.	☐ Clear ☐ Review ☐ Urgent
Creative performance	Fatigue, repeated messaging, low engagement, weak offers, and ads attracting attention without producing qualified action.	☐ Clear ☐ Review ☐ Urgent
Business outcomes	Qualified leads, booked calls, sales, revenue, margin, refunds, repeat purchases, and other downstream results.	☐ Clear ☐ Review ☐ Urgent

2. Record only evidence-backed findings

FINDING	EVIDENCE	TYPE
		☐ Fact ☐ Hypothesis ☐ Unknown
		☐ Fact ☐ Hypothesis ☐ Unknown
		☐ Fact ☐ Hypothesis ☐ Unknown
		☐ Fact ☐ Hypothesis ☐ Unknown

SCORE EACH OPPORTUNITY

Use the same scale for every recommendation so the loudest idea does not automatically become the first action.

Impact	1 = minor improvement 3 = meaningful improvement 5 = could materially change profit, revenue, or qualified volume
Confidence	1 = mostly assumption 3 = supported by a pattern 5 = directly supported by campaign and business-outcome data
Effort	1 = quick change 3 = moderate work 5 = significant build, coordination, or cost
Risk	1 = easily reversed 3 = could disrupt performance 5 = could harm revenue, tracking, compliance, or brand

OPPORTUNITY	IMPACT	CONF.	EFFORT	RISK	PRIORITY

SIMPLE PRIORITY RULE

Start with high-impact, high-confidence actions that are reasonably easy to reverse. Treat high-risk or low-confidence recommendations as tests or investigation items, not immediate campaign changes.

Select your top three

PRIORITY	ACTION, OWNER, AND SUCCESS METRIC
1	
2	
3	

FOLLOW-UP PROMPTS FOR BETTER ANALYSIS

Use these after the initial AI response. Do not accept a recommendation until the evidence, uncertainty, and business impact are clear.

Challenge the evidence

For each recommendation, cite the exact campaign, row, metric, and date range supporting it. If the evidence is incomplete, label the recommendation as a hypothesis.

Test an alternative explanation

What other factors could explain this pattern? Consider seasonality, budget changes, conversion lag, tracking changes, offer changes, and differences in customer quality.

Connect platform metrics to the business

How would this recommendation affect qualified leads, sales, revenue, margin, refunds, or repeat purchases? State what cannot be determined from the available data.

Find hidden waste

Which areas consumed meaningful spend without producing the stated business outcome? Separate proven waste from areas that simply need more data.

Find constrained opportunity

Where is strong business performance present but limited by budget, reach, inventory, creative coverage, or landing-page performance?

Design a safe test

Turn the recommendation into a controlled test. Define the change, control, budget, duration, success metric, stop condition, and rollback plan.

LESSON 3 ACTION

Review the AI analysis created in Lesson 2. Record the strongest findings, label facts and hypotheses, score the opportunities, and select no more than three priorities. Bring those priorities into Lesson 4 for verification and a 30-day action plan.