

AI RECOMMENDATION VERIFICATION

Verify recommendations before changing a live campaign. Use this worksheet with the top three priorities from Lesson 3.

CAMPAIGN: _____

PLATFORM: _____

1. VERIFY BEFORE ACTING

Evidence	Can you point to the exact campaign data and date range supporting the claim?	☐ Pass ☐ Investigate ☐ Reject
Tracking	Are the conversion action, value, attribution, and downstream outcomes trustworthy?	☐ Pass ☐ Investigate ☐ Reject
Business context	Does it fit your margin, capacity, offer, seasonality, and customer quality?	☐ Pass ☐ Investigate ☐ Reject
Other explanations	Could lag, tracking, creative, landing pages, or market conditions explain it?	☐ Pass ☐ Investigate ☐ Reject
Risk	What could go wrong, and how quickly could you reverse the change?	☐ Pass ☐ Investigate ☐ Reject

DECISION RULE

Implement only when the evidence is credible, the business logic makes sense, and the downside is controlled. Otherwise investigate or test.

RECOMMENDATION DECISION SHEET

Use one row for each of the top three priorities selected in Lesson 3.

RECOMMENDATION	EVIDENCE	BUSINESS IMPACT	DECISION
			☐ Implement ☐ Test ☐ Investigate ☐ Reject
			☐ Implement ☐ Test ☐ Investigate ☐ Reject
			☐ Implement ☐ Test ☐ Investigate ☐ Reject

CONVERT UNCERTAINTY INTO A CONTROLLED TEST

HYPOTHESIS	
ONE CHANGE	
PRIMARY SUCCESS METRIC	
GUARDRAIL METRIC	
DURATION OR SAMPLE SIZE	
STOP CONDITION	
ROLLBACK PLAN	

BUILD YOUR 30-DAY ACTION PLAN

Limit the plan to a small number of changes you can implement and evaluate correctly.

WEEK 1: VALIDATE

Confirm tracking, baselines, owners, access, and assumptions.

WEEK 2: IMPLEMENT

Make approved low-risk changes and launch controlled tests. Record every change.

WEEK 3: MONITOR

Check leading indicators and guardrails. Avoid declaring a winner too early.

WEEK 4: DECIDE

Keep, revise, expand, or reverse each action based on evidence.

MEASUREMENT AND REVIEW

Define success before making changes so the result is not judged by whichever metric looks best afterward.

ACTION OR TEST	BASELINE	TARGET	REVIEW DATE	OWNER

30-DAY REVIEW

WHAT IMPROVED?	
WHAT DID NOT IMPROVE?	
WHAT DID WE LEARN?	
LESSON 4 ACTION Choose no more than three recommendations. Verify each one, decide whether to implement or test it, assign an owner and success metric, then schedule the 30-day review before making the first change.	