

Campaign Recap — Template

Campaign: *(name)*

Owner: *(who writes it)* **Campaign closed:** *(date)* **Recap written:** *(date)*

Size it to the campaign: **Full** (a headline campaign), **Repeat** (a known series — inherit the prior recap and capture only the deltas), or **Edit** (a routine cadence — three bullets: what shipped, what worked, what to change).

Objective vs result

The goal from the brief, and what actually happened. Primary and secondary.

Audience reached

Planned audience vs the reach actually delivered (impressions, in-target %).

Channel mix vs plan

Planned split vs delivered split. Flag channels that over- or under-performed.

Deliverables shipped vs scoped

What was scoped vs what shipped. Note anything added or cut mid-flight.

Creative that performed

Which concept, hero, or cut carried the result — and the one number that proves it.

Assets to reuse / retire

What earned a second life (an evergreen cut, a template, the photography that keeps getting pulled) vs what was a one-off.

Timeline vs plan

On plan? Where it slipped, and why.

Budget vs spend

Budget vs actual spend. Over or under, and the reason.

KPIs hit / missed

Each agreed KPI from the brief: hit or missed, with the number.

What surprised us

The unexpected wins and losses.

What we'd do again

The moves that worked.

What we'd never do again

The moves that failed — spare the next team from repeating them.