

Chapter 13: Prove It

Table Reference

Every table from this chapter, with what it's for and how to actually use it.

The UTM Parameter Standard

Parameter	Format	Example	Required?
utm_source	Channel / platform	linkedin, google, email	Yes
utm_medium	Delivery mechanism	cpc, social, newsletter, webinar	Yes
utm_campaign	YYYY-QX-CampaignName	2025-Q1-PipelineDay	Yes
utm_content	Asset or creative variant	hero-banner-v1, cta-link-text	Recommended
utm_term	Paid keyword (SEM only)	marketing+automation+platform	SEM only

Description: The full UTM taxonomy – source, medium, campaign, content, and term – with the exact format convention and a real example for each.

How to use it: Use as the literal build spec when tagging any campaign link, so every campaign's tracking data is consistent enough to actually compare and roll up.

The Campaign Launch Checklist

Stage	Checklist Item	Owner
Strategy	ICP and persona defined; target segment documented	Campaign Owner
Strategy	Goal defined: MQLs, pipeline, meetings, or awareness	Campaign Owner
Strategy	Budget approved and allocated	Campaign Owner / Finance
Setup	Campaign created in MAP with correct program type and channel	MarkOps
Setup	UTM parameters built per taxonomy standard	MarkOps

Stage	Checklist Item	Owner
	(above)	
Setup	Campaign created in CRM and synced to MAP	MarkOps
Setup	Routing rules configured for leads generated by this campaign	MarkOps
Content	All assets finalized, QA'd, and stored in asset repository	Content Team
Content	Landing page live and tested across browsers / mobile	MarkOps / Web
Content	Form fields configured correctly; required fields enforced	MarkOps
Content	Confirmation email / follow-up sequence built and tested	MarkOps
Launch	SDR team briefed on campaign, ICP, and follow-up talking points	SDR Manager
Launch	List suppression applied (unsubscribes, DNC, competitors)	MarkOps
Launch	Send / launch approved by Campaign Owner	Campaign Owner
Handoff	Activity-level context (what this specific person did, and when) attached to the record, not just a bulk assignment	MarkOps
Handoff	Assigned rep confirmed to have specific follow-up talking points tied to the triggering activity, not just the generic campaign briefing	SDR Manager
Post-Launch	Performance review scheduled (day 3, week 2, campaign close)	Campaign Owner
Post-Launch	ROI and outcome figures logged once the 90-day attribution window closes	MarkOps

Description: The full pre-launch checklist across Strategy, Setup, and later stages, with a named owner for every item.

How to use it: Run through this before every campaign launch – a campaign that skips items on this list is exactly what produces the tracking gaps this chapter is about diagnosing.
