



Lamphills' Creative Ad Review Checklist and Ad Effectiveness Evaluation Template

This Lamphills' creative ad review checklist will help you assess the effectiveness of your ads campaign to ensure its overall success.

- Clarity of Message:** Here, cross-check whether or not the message is clear and understandable.
- Visual Appeal:** Here, cross-check whether or not the visuals are compelling and aligned with the brand
- Consistency:** You have a brand voice right? Here, cross-check whether or not the ad is consistent with the brand's voice and style
- Relevance:** Here, cross-check whether or not the ad resonates with the target audience
- Emotion:** Here, cross-check whether or not the ad evokes the intended emotional response
- Call-to-Action:** Here, cross-check whether or not the CTA is clear and actionable
- Compliance:** Here, ensure the legal and ethical guidelines are followed
- Performance Testing:** Here, ensure you test different versions for effectiveness

Ad Effectiveness Evaluation Template

Use this to evaluate the effectiveness of your ad campaigns:

- Objective Alignment:** Did the ad meet its original objectives?
- Engagement Metrics:** Track likes, shares, comments, and other engagement indicators.
- Conversion Rate:** Measure how many viewers completed the desired action.
- ROI (Return on Investment):** Calculate the financial return of the ad.
- Audience Feedback:** Collect and analyze feedback from your target audience.
- Performance Comparison:** Compare against benchmarks or past campaigns.
- Optimization Notes:** Identify areas for improvement in future campaigns.