Campaign QA & Approval Pack

Turn connected campaign data into a decision someone can verify.



Build an evidence brief, separate observation from interpretation and prepare one precise change for review. The four editable resources work with an MCP connection or with manually verified exports.

Use this kit to make a concrete plan, rehearse one workflow and capture what you learn. The detailed article and editable templates accompany this compact guide.

Open the full article

https://marketingcoach.cc/blog/mcp-campaign-evidence-review

The implementation sequence

01 / Collect a traceable packet

Record objective, performance, offer, tracking context and approved qualitative evidence. Attach source references and freshness rules.

02 / Connect and reconcile

Retrieve a completed-period snapshot through the official integration. Compare dates, totals, currency and definitions against the source.

03 / Separate three kinds of statement

Write observations, hypotheses and proposals separately. List the information that could change the conclusion.

04 / Prepare a bounded approval

Specify the exact object, before-and-after value, owner, evaluation method and reversal condition.

05 / Evaluate two review cycles

Track preparation plus correction time, defects and decision usefulness. Fix repeated evidence problems before expanding.

A completed example

Campaign and account

Fictional consultation campaign 104, account Demo Services

Decision to support

Marketing lead will decide whether to test clearer service-area language.

Reporting boundaries

Two completed weeks; America/New_York; USD; same qualification rule.

Evidence and freshness

Ad export; CRM qualified-inquiry report; current approved offer brief.

Review the example as a learning aid. It is not evidence that a customer agreed, a deployment succeeded or a result was measured.

The example, continued

Verified observation

Inquiry cost fell from $50 to $36; cost per qualified inquiry rose from $100 to $180.

What cannot yet be concluded

Qualification lag and location mismatch have not been checked.

Exact proposed change

Draft a location-specific headline; budget, audience and offer remain unchanged.

Evaluation and owner

Owner reviews qualified inquiries using the same definition after the agreed test period.

Review the example as a learning aid. It is not evidence that a customer agreed, a deployment succeeded or a result was measured.

Your working worksheet

01 / Campaign and account

Use stable IDs as well as a readable name.

02 / Decision to support

Name the decision and the person who owns it.

03 / Reporting boundaries

Include date range, timezone, currency and attribution settings.

Your working worksheet

04 / Evidence and freshness

List source references, observed dates and which must be rechecked.

05 / Verified observation

State only what the evidence directly supports.

06 / What cannot yet be concluded

Keep missing data distinct from a zero result.

Your working worksheet

07 / Exact proposed change

Name the object and fields that would change.

08 / Evaluation and owner

Define the outcome, review condition and accountable person.

Use the kit, then verify the result

1. Keep a working copy

Extract kit.zip. Open index.html in your browser, or edit the Markdown templates in any text editor. The interactive worksheet keeps notes in page memory only. Download notes before leaving.

2. Make the example your own

Replace every fictional person, source, date and assumption with your own confirmed context. Record unknowns explicitly instead of filling them with plausible guesses.

3. Rehearse a normal and an awkward case

Try one known input, one missing input and one result that requires a reviewer. Check the delivered artifact against its source. Keep the manual path usable.

4. Record a dated decision

State what passed, what failed and what you will change next. Count setup, checking and rework when reviewing effort. A completed worksheet is preparation, not measured business improvement.

Sources and next steps

MCP architecture

https://modelcontextprotocol.io/docs/learn/architecture

WebMCP browser API (experimental)

https://developer.chrome.com/docs/ai/webmcp/imperative-api

Your detailed companion article

https://marketingcoach.cc/blog/mcp-campaign-evidence-review

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