PRINT IT. FILL IT IN EACH MORNING.

Black Friday week checklist

Every ad channel claims the sale this week. Start each morning with the one number that can't be double-counted: the orders your store actually took in. Write down yesterday's four numbers before you open an ad dashboard.

1 · Every morning, before you open an ad dashboard

DAY	STORE REVENUE	TOTAL AD SPEND all channels added together	BLENDED RETURN store revenue ÷ total ad spend	NEW CUSTOMER ORDERS
Thu, Nov 26 Thanksgiving				
Fri, Nov 27 Black Friday				
Sat, Nov 28				
Sun, Nov 29				
Mon, Nov 30 Cyber Monday				
Whole week				

Do the channels' claimed sales add up to more than store revenue? That gap is overlap, not extra money.

2 · Before you change a campaign

- [ ] I'm looking at 3+ days of numbers, not just yesterday
- [ ] Blended return dropped, not just one channel
- [ ] I can say why in one sentence
- [ ] Broken link, sold-out product or wrong price? Fix it now.

3 · Brand search

- [ ] Still funded, so competitors can't take the top spot
- [ ] Not getting extra budget just because its return looks big

4 · December 1 review (final call a week later)

- [ ] Week's store revenue ÷ week's total ad spend
- [ ] Each channel's claimed sales vs store revenue
- [ ] New customers, and which channels first brought them in
- [ ] Notes for next year: budgets, timing, offers that worked