Outputs-to-Outcomes Reporting Template

1. Campaign overview

- Campaign / initiative name: _____
- Date / timeframe: _____
- Owner: _____
- Channel(s) used: _____
- Target segment: _____

2. What were we trying to do?

- Business Objective: _____

  _____

- Behavior we wanted to change: _____

  _____

- Primary audience: _____
- Why this audience mattered: _____

3. What did we execute?

- Output summary: Examples: 2 emails, 1 SMS, hosted dinner, kiosk promotion, direct mail drop

  _____

- Offer / message used: _____
- Timing / cadence: _____
- Supporting tactics: _____

4. What changed?

- Primary outcome: _____

  _____

- Secondary outcome(s): _____

  _____

- What behavior moved: Examples: visitation, ADT, sign-ups, reactivation, frequency, redemption, carded play

  _____

  _____

- Compared with what benchmark: Prior period / prior campaign / control / forecast / same segment average

  _____

  _____

5. Why did it matter?

- Business impact: Examples: more trips, stronger reinvestment efficiency, improved second visit rate, increased theo

  _____

- Did the outcome justify the investment? _____
- Did it support the original objective? _____

6. What did we learn?

- What worked? _____
- What underperformed? _____
- What we would repeat: _____

  _____

- What we would change next time: _____

  _____

7. Next-step decision

Choose one: Repeat Refine Retire Test again with changes

8. Leadership-ready summary

Use this box to summarize the campaign in 3–4 sentences:

We launched [campaign] to influence [target segment] to [desired behavior]. The key output was [what we executed], but the more important result was [outcome]. This mattered because it contributed to [business impact]. Based on the results, we recommend [repeat/refine/retire/test].

_____

_____

_____

Optional simplified one-page version

If you want an even easier CMBC version, I would offer this as the streamlined template:

Campaign Reporting Snapshot

- Target segment: _____
- Desired behavior change: _____

  _____
- Outputs executed: _____

  _____
- Outcome observed: _____

  _____
- Business impact: _____

  _____
- What we learned: _____

  _____
- Next move: _____

  _____