

Retail Media Time Audit Checklist

Are inefficiencies in your tech stack costing you time and revenue? Use this quick audit to find out.

1. Campaign Planning & Setup



- Do campaigns require coordination across multiple platforms?
- Are audiences manually pulled or recreated for each campaign?
- Is there no centralized planning view across channels?

2. Creative & Activation



- Are creative approvals handled via email or manual workflows?
- Do teams rely on multiple systems to traffic campaigns?
- Is activation inconsistent across onsite, offsite, and in-store?

3. Reporting & Measurement



- Do teams pull reports from multiple dashboards?
- Is data inconsistent across platforms?
- Is reporting delayed or manually formatted for stakeholders?

4. Optimization & Performance



- Is optimization limited by lack of a unified performance view?
- Are changes slow due to platform switching or manual inputs?
- Is real-time decision-making difficult?

5. Team Efficiency



- Are teams spending more time on operations than strategy?
- Are workflows inconsistent across teams?
- Are advertisers asking for more transparency than you can easily provide?

If you checked 3 or more boxes, your team is likely losing time and revenue due to fragmented systems.

See how a unified operating system can help you streamline workflows, accelerate execution, and unlock growth.



[See How →](#)