

## Franchise Brand CMO's CPL Interpretation Checklist

### When CPL is ABOVE Target

- ☐ Is the baseline target CPL adjusted for historical trends and seasonality?
- ☐ Have the keywords changed since the baseline was established?
- ☐ Are campaigns heavily targeting the brand name as a keyword? (If so, is this data excluded from the CPL target?)
- ☐ Is the landing page properly optimized for lead capture (speed, mobile UX, form placement, messaging)?
- ☐ Is the franchisee new to their market?
- ☐ Are the majority of franchisees in the campaign new to their markets?
- ☐ Is the total lead volume higher or lower compared to the baseline period?
- ☐ Has the lead-to-customer conversion rate gone up or down?
- ☐ Is the average Customer Lifetime Value (CLV) trending up or down?

### When CPL is BELOW Target

- ☐ Is the baseline target CPL adjusted for historical trends and seasonality?
- ☐ Have the keywords changed since the baseline was established?
- ☐ Are campaigns heavily targeting the brand name as a keyword? (If so, is this data excluded from the CPL target?)
- ☐ Is the franchisee new to their market?
- ☐ Are the majority of franchisees in the campaign new to their markets?
- ☐ Is the total lead volume higher or lower compared to the baseline period?
- ☐ Has the lead-to-customer conversion rate improved or declined?
- ☐ Is the average Customer Lifetime Value (CLV) increasing or decreasing?