

LOCATION CAMPAIGN READINESS

Is this location’s campaign package ready for marketing owner review?

Maple Commons · Toronto North store (fictional). One shared brief shows the decision, supporting records and next owner.

Pain points to validate

- Central approval can accidentally be reused for a different location, locale or campaign revision.
- Local teams chase brand, offer and publishing checks across separate tools.
- An agent can create content quickly while ownership of exceptions remains unclear.

Accountable review

Owner: Regional marketing owner

Check matching records, apply a tested policy, and retain the decision with its source history.

Ready means ready for the owner’s review. The system does not take the business action.

Four artifacts, one case

Every record must match location identifier, campaign revision, channel scope.

Required artifact	Evidence owner
Location registry record	Location operations owner
Campaign offer and budget	Campaign manager
Brand and content review	Brand reviewer
Channel and locale preflight	Regional marketing owner

See the decision change

Missing review Required record has not arrived. Unresolved · request evidence	Wrong revision Approval exists, but for another revision. Unknown · correct the record	Matching records All prerequisites meet the demo gate. Ready for marketing review
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Test the value in one small pilot

Buyer: VP Marketing / multi-location operations or agency lead. Compare about ten real, sanitized cases against today’s process. Measure evidence-assembly time, avoidable rework and owner disagreements before promising savings.

Included: 18 saved tests · 4 mapped sources · 18 source scenarios · mapping · pilot worksheet.

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