

Self-Assessment Quiz: Are You Ready for a Social Advertising Technology Platform?

Directions: Give yourself 1 point for every question you answer YES. Total up your points and check the scale to see where you rank.



Find more resources like this one in:
[The Kenshoo Guide to Evaluating Social Advertising Technology Platforms](#)

0-4 points	You may not need a social ad platform at this time.
5-8 points	A social ad platform is probably in your future, if not right now. Schedule time with a vendor to see the benefits firsthand and see what you are missing.
9-13 points	You are likely leaving major money on the table in terms of time savings and marketing return if you are not using a social advertising platform.
14-18 points	You have a major need for a social ad platform now!

1. Has your social advertising budget grown significantly over the last 12 months?

yes no

2. Has the volume of your social ads grown to the point where your team is spending more time on execution than on strategy?

yes no

3. Has the workload grown so much that you have to de-prioritize things like optimization or testing?

yes no

4. Do you have a huge product catalog?

yes no

5. Could your team benefit from having a platform that can schedule and automate recurring tasks related to social advertising execution?

yes no

6. Do you feel that you waste too much of your budget on testing to find new audiences or other tactics?

yes no

7. Does your performance reporting take hours?

yes no

8. Do you feel that the reporting and analytics you have now do not dive deep enough?

yes no

9. Are you unable to effectively react to ad/campaign performance and quickly shift budget to the campaigns that are performing best?

yes no

10. Has campaign performance plateaued and you can't figure out how to improve results?

yes no

11. Have you had trouble measuring performance or demonstrating the success of your programs?

yes no

12. If driving mobile app installs is a strategic part of your overall social media campaigns, do you want to measure every in-app interaction and purchase and associate it back to the ad that drove the install so you can understand lifetime value of your campaigns?

yes no

13. Do you want to better understand the customer journey and all the interactions across paid and owned social media?

yes no

14. Is your team randomly promoting organic posts based on likes instead of actual sales/revenue they generate?

yes no

15. Do you think your campaign performance is suffering from using last click attribution only? (ie, Could search or other channels be receiving credit from your efforts?)

yes no

16. Even if you don't know why right now, does partnering with a social ad platform seem like something you should be doing?

yes no

17. Do you suspect (or know) that your competitors are using a social advertising platform?

yes no

18. Do you plan to dramatically scale up your spend or scope in the near future?

yes no

