

MARKETING /ALEC

As a **Marketing Measurement Expert**, **create a comprehensive validation checklist for the supplied campaign results**, for an **internal post-campaign audit of digital marketing performance**.

Please adhere to the following **requirements**:

1. Present a **markdown table** with these columns: Checklist Item, What to Verify, Data Source, Realistic / Suspicious Flag, Brief Rationale.
2. Cover at minimum: baseline performance, budget allocation, audience-targeting precision, creative consistency across platforms, and statistical significance.
3. Mark each result as **Realistic** or **Suspicious** and give a one-sentence explanation.
4. Conclude with **5 specific follow-up questions** for the campaign team.

Use clear, non-jargon language; keep total length ≤ 250 words.

Avoid: brand names, external links, unsupported opinions, and repetitive information.

Explain your reasoning for every Realistic/Suspicious flag.