

• FREE CHECKLIST · 2026 EDITION

The 2026 IMC Channel Alignment Checklist

Audit every channel, align every message, and prove cross-channel impact with one actionable framework.

TRUSTED BY ENTERPRISE MARKETING TEAMS AT

Activision · ASUS · SoftwareOne · Booyah Advertising · Nasdaq

1000+

DATA CONNECTORS

90 hrs

SAVED / WEEK

99.9%

DATA ACCURACY

~5 min

READ TIME

Channel Audit Template

Score each channel from 1 (weak) to 5 (strong). A score below 3 in any column signals a priority gap to close before your next campaign launch.

CHANNEL	MESSAGE CONSISTENCY	VISUAL ALIGNMENT	AUDIENCE OVERLAP	DATA COVERAGE
Paid Search	__ / 5	__ / 5	__ / 5	__ / 5
Paid Social	__ / 5	__ / 5	__ / 5	__ / 5
Organic Social	__ / 5	__ / 5	__ / 5	__ / 5
Email / Nurture	__ / 5	__ / 5	__ / 5	__ / 5
SEO / Content	__ / 5	__ / 5	__ / 5	__ / 5
Display / Programmatic	__ / 5	__ / 5	__ / 5	__ / 5
Events / Webinars	__ / 5	__ / 5	__ / 5	__ / 5
PR / Earned Media	__ / 5	__ / 5	__ / 5	__ / 5

SCORING GUIDE

5 = Fully aligned, tracked end-to-end • **3** = Partially aligned, manual tracking • **1** = Siloed, no unified data

Message Hierarchy Worksheet

Define your Master Brief once, then adapt it per channel. Consistency starts at the top.

Master Campaign Brief

CORE VALUE PROPOSITION

PRIMARY AUDIENCE SEGMENT

KEY PROOF POINT / STAT

DESIRED ACTION (CTA)

BRAND VOICE NOTES

Channel Adaptation

CHANNEL	MESSAGE ANGLE	FORMAT / ASSET	KPI TO TRACK
Paid Search	High-intent, solution-focused	RSAs, sitelinks	CPA, conv. rate
Paid Social	Awareness, social proof	Video, carousel	CPM, engagement
Email	Nurture, personalized	Drip sequence	Open rate, CTR
SEO / Content	Educational, long-form	Blog, pillar page	Organic traffic, rank

PRO TIP

Use a single source of truth for cross-channel data. When every channel feeds one dashboard, alignment gaps surface instantly.

RACI Matrix for Campaign Approvals

Clarify who's Responsible, Accountable, Consulted, and Informed for each deliverable.

DELIVERABLE	MARKETING LEAD	CREATIVE DIRECTOR	CHANNEL MANAGER	ANALYTICS	VP / CMO
Campaign Brief	R	C	C	I	A
Creative Assets	C	R	I	I	A
Media Plan	A	I	R	C	C
Landing Pages	C	R	I	C	A
Email Sequences	A	C	R	I	I
Analytics Setup	I	I	C	R	A
Budget Approval	R	I	C	C	A
Performance Report	C	I	C	R	A

RACI LEGEND

R = Responsible (does the work) • **A** = Accountable (final decision) • **C** = Consulted (input before) • **I** = Informed (notified after)

Quarterly IMC Health Scorecard

Track these 15 KPIs every quarter to measure alignment across channels.

MESSAGE CONSISTENCY

KPI	HOW TO MEASURE	TARGET	ACTUAL	STATUS
Brand recall lift	Pre/post brand survey	+10%	—	<input type="checkbox"/>
Message recall consistency	Cross-channel message audit	≥ 85%	—	<input type="checkbox"/>
NPS by channel	Post-interaction survey	≥ 50	—	<input type="checkbox"/>
Cross-channel attribution overlap	Multi-touch attribution model	≥ 30%	—	<input type="checkbox"/>
Content reuse rate	Assets reused / total created	≥ 40%	—	<input type="checkbox"/>

CHANNEL PERFORMANCE

KPI	HOW TO MEASURE	TARGET	ACTUAL	STATUS
Blended CPA	Total spend / total conversions	≤ \$XX	—	<input type="checkbox"/>
Channel-level ROAS	Revenue / ad spend per channel	≥ 4:1	—	<input type="checkbox"/>
Engagement rate variance	Std dev of engagement across channels	< 15%	—	<input type="checkbox"/>
Audience overlap %	Matched audiences across platforms	20-40%	—	<input type="checkbox"/>
Conversion path length	Avg touchpoints to conversion	≤ 5	—	<input type="checkbox"/>

OPERATIONAL HEALTH

KPI	HOW TO MEASURE	TARGET	ACTUAL	STATUS
Time-to-launch	Brief to live (business days)	≤ 10 days	—	<input type="checkbox"/>
Approval cycle time	Avg days per approval round	≤ 2 days	—	<input type="checkbox"/>
Budget pacing accuracy	Actual vs planned spend	± 5%	—	<input type="checkbox"/>
Team utilization rate	Billable hours / available hours	≥ 75%	—	<input type="checkbox"/>
Reporting turnaround	Campaign end to report	≤ 48 hrs	—	<input type="checkbox"/>

See How Improvado Unifies Marketing Data Across 1000+ Connectors

Stop toggling between platforms. Get every channel, campaign, and creative in one place — ready for analysis in minutes, not weeks.

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