



Pause Ad Profits

Video Audit, Campaign Setup & QA Checklists

A repeatable delivery process for every PAP client project

PAP CLIENT PROFIT KIT

Pre-Sale Video Audit

- ☐ Confirm the live page URL and video platform.
- ☐ Confirm the video is HTML5/MP4, Vimeo, Wistia, or Spotlightr.
- ☐ Identify the primary offer and desired viewer action.
- ☐ Note where the video discusses benefits, proof, pricing, bonuses, urgency, or next steps.
- ☐ Identify three to five pause-ad message opportunities.
- ☐ Check whether the page builder permits outside JavaScript or only iframe/custom-code blocks.
- ☐ Check whether the video is commonly viewed in fullscreen.
- ☐ Review desktop and phone page layout.
- ☐ Confirm the likely approved domain or domains.
- ☐ List copy, creative, access, or compliance questions for the client.

Audit Scorecard

Area	Score 1-5	Notes
Clear video goal	☐	☐
Strong offer match	☐	☐
Useful pause moments	☐	☐
Clear CTA	☐	☐
Technical compatibility	☐	☐
Client readiness	☐	☐

Campaign Build Checklist

- ☐ Create or select the correct client campaign.

- [] Use a clear internal campaign name.
- [] Add only approved domains.
- [] Create each approved ad variation.
- [] Confirm headline, supporting text, CTA, destination URL, and open-in-new-tab choice.
- [] Confirm regular-ad or image-only format.
- [] Check image dimensions and readability.
- [] Confirm color contrast and mobile readability.
- [] Confirm ad status and rotation settings.
- [] Generate the correct standard embed or hosted player.
- [] Name hosted players clearly when used.
- [] Save a copy of the approved campaign brief.

Installation Checklist

- [] Back up or copy the original page code before editing.
- [] Install on a staging or duplicate page when available.
- [] Use the correct video selector, ID, code block, or hosted iframe.
- [] Confirm responsive sizing.
- [] Confirm fullscreen permission is included for hosted iframes.
- [] Confirm the client domain is approved.
- [] Publish the page and clear relevant cache layers.
- [] Record the final live URL and install method.

Quality-Assurance Checklist

Test Area	Pass Criteria
Desktop	Video loads; play and pause work; overlay appears; ad content is readable; CTA opens the correct destination; resume works; close behavior works; statistics register.
Phone portrait	Expected mobile policy is followed; regular ad layout is readable; image-only ad displays correctly; CTA and resume controls are usable.
Phone landscape/fullscreen	Overlay fits; controls remain usable; exiting fullscreen returns to the correct page or iframe position.
Multiple videos	Each video triggers only its assigned campaign; one video does not pause, resume, or display ads on another video.
Hosted player	Iframe loads; fullscreen permission works; exit returns correctly; page-builder restrictions do not block playback.
Links and tracking	All destination URLs are correct; new-tab behavior is correct; overlay displays, clicks, and CTR populate as expected.
Client review	Client approves copy, creative, links, and live behavior in writing.

Launch Record

Field	Final Detail
Client	
Campaign	
Live URL	
Video platform	
Install method	
Approved domain	
Launch date	
Starting ads	
Client approval received	
Next review date	

Monthly Maintenance Checklist

- ☐ Record overlay displays, clicks, and CTR for the reporting period.
- ☐ Identify the highest-clicked ad and strongest CTR.
- ☐ Check destination URLs and offers.
- ☐ Review any client page or video changes.
- ☐ Pause outdated ads.
- ☐ Refresh copy or creative within the package allowance.
- ☐ Test the live page after every change.
- ☐ Send the client report and record the next action.