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**ROOT CAUSE ANALYSIS**

**Current Date, 2022**

**PROGRAM:
 (add program / project name here)**

**PURPOSE:**

The purpose of this Root Cause Analysis (RCA) is to determine the cause that contributed to issues on the **(add project info here).** From this RCA we will determine what happened and how we plan to avoid this error in the future.

**OVERVIEW**

**Provide an overview of the step in the process where the project experienced a failure.** As an example, the following context was provided regarding a tagging error: ‘While testing an element of an approved media buy, our media team sent “test tags” to a vendor to help them implement the campaign correctly.  The tags allow Client to track performance, and this media vendor required additional support in setting up new tags.  Sending test ads for tags is not uncommon, and the media team included clear instructions that the ads / tags were or setup purposes only, not to be set live. Mistakenly the media vendor set the ads live.

**IMPACT**

**Provide an overview and quantify the impact of the error (can be in impressions, pieces, dollars, etc.)** As an example, dovetailing off the issue mentioned above: The test ads with tags ran Nationally, from X/Y/22-X/Y/22. **The Media Team caught that they had set them live and worked with the Media vendor to remove them by X/Y/22**.  While no media dollars were spent against these ads as they were tests, they inadvertently went live, and the ads were served to people visiting XYZ sites.

Total impressions: 123, 456

Total Clicks: 123

Total App Starts: XYZ

Total App Completes: XYZ

* + The Video ad received XYZ impressions, XY clicks, and 1 VW App Start (no completes)
	+ The $100 offer ad received XYZ,123 impressions, XYZ clicks, and XY app starts or completes
	+ 80% of impressions were served in the x markets, 18% ran in Y markets, and ~2% were undetermined, but within the US.

**ROOT CAUSE**

**Provide an explanation as to the core reason the error occurred.** Our team did not follow our standard QC process when sending test tags, as the vendor should not have received tags with obsolete creative. Standard protocol within the QC process includes a review of the creative and landing page, before sending any tags, including test tags. The process step was overlooked. Corrective action to confirm this does not occur again includes:

1. ABC
2. XXX
3. XYZ

**IMMEDIATE ACTION: SUMMARY (Provide information on immediate resolution steps to ensure the issue does not occur again, and any restitution if there are monetary implications to the error)**

**Example:**

* Media team to review end to end QC process with Client team to ensure uniformity and consistency
* Media team to provide an internal training review QC process and Quality Assurance requirements
* Media team will coordinate with Client team to set a standardized naming conventions for creative files, to clearly identify the line of business and associated product, and whether the ad includes a rate/offer and expiry dates within the metadata.
* Client team and Media team are exploring options repository indexing, including the removal of creative older than 12 months and/or the removal of any rate/offer messages that are no longer live. Due diligence to ensure there is no unforeseen issues with ad serving will be required