Today marks the midway point in our Trial Education Series. This is a big deal for you, because we've built this series specifically to show you everything you'll need to know in order to be successful with ThriveTracker. In each day, we're building your knowledge base and giving you larger reference points for the future.

In *Day 9: Setting Goals for Growth*, we talked about setting goals for yourself, both short-term and long-term. In *Day 11: Scaling for Success*, it was mentioned that you should aim to scale up once you feel comfortable so that you can start increasing the effectiveness of your campaigns. Today, we should discuss the topic of how you will manage *large* scale in a *small* window of time each day.

Have you noticed how much information is visible to you in the Dashboard? You should be laying eyes on your dashboard multiple times per day, each day. The graphics available to you in the 5 sections will be your best frames for reference. Go through these three questions every time you look at your platform dashboard.

1. In "Today's Portfolio Snapshot", do all of the metrics shown make sense?
   - You should be looking for a positive ROI first, and then checking to make sure that the Conversion total and LP CTR are strong.
2. In "Today's Top Performers", which campaigns are your Loss Leaders?
   - Make note of these so you can analyze each of them in a moment.
3. In "Traffic Sources", are there positive or negative standouts?
   - Positive standouts may call for a larger budget, while negative standouts may need to be shut down.

If the answers to these three questions are each in good standing, you're in good shape for what you currently have. However, if you have negative notes from any of these three, let's take our attention directly to the "Campaigns" Tab and have a look at which campaigns are suffering.

Organizing your Campaigns table by either of Profit or ROI and showing the worse options at the top should echo the notes taken in the Loss Leaders section from the Dashboard. I would test each of these campaigns to ensure their funnel is still functioning properly (see the test guidelines from *Day 7: Building Your First Campaign*). If the test shows no issues in the funnel, you'll want to find the answers to these three questions:

In each campaign:

1. Are you getting enough traffic into the campaign funnel?
   If so, move to question 2. If not, discuss your options with your traffic source rep.
2. Does your Landing Page have a good Click-Through Rate?
   If so, move to question 3. If not, Analyze the structure of your LP and potentially add a second LP into the LP rotation for split-testing.
3. Does your Offer convert on the traffic coming to it?
   If so, you may need to adjust the audience you target or the days in which this campaign is on/off. If not, add a second offer in the rotation for this campaign, leave the weight for each offer at 10, and allow traffic to be split 50/50 between the two to see if a different offer will be better suited to this campaign.

Every campaign will have it's quirks, and you'll need to be ready to react to each of them appropriately. While this process may take longer than the quoted "15 minutes" the first few days, it will get quicker and easier as you continue to go practice it. The most important aspect to all of this allocating the necessary time to learning good habits up front. The better your habits, the higher your potential for success will be!