

Launch review framework

There are many moving parts to consider when evaluating the success of a product launch. That's why we've developed this framework to help you assess and document the outcomes of your launch.

This template will guide you through the process of reflecting on the entire launch, from identifying what went well to analyzing the challenges encountered.

By capturing key metrics and lessons learned, you'll be equipped with the insights needed to refine your strategies, improve future launches, and drive better results.

Overview

Product name/version	
Launch date	
Project lead	
Key stakeholders	
Objectives of launch	<i>Define the primary goals of the launch (e.g., market penetration, customer acquisition, revenue targets).</i>

What went well

Achievements

Marketing success *Highlight effective marketing campaigns, channels that drove significant traffic, or successful PR coverage.*

Product performance *Note any product features or aspects that were particularly well-received by customers or stood out during the launch.*

Customer feedback *Positive customer feedback, testimonials, or case studies that emerged post-launch.*

Internal team performance *Recognize efficient cross-functional collaboration, timely delivery, or any internal processes that worked smoothly.*

What didn't go well

Challenges

Marketing challenges

Discuss any marketing tactics that didn't perform as expected, underperforming channels, or messaging that didn't resonate.

Product issues

Document any bugs, feature gaps, or performance issues that were reported by customers or noticed internally.

Customer feedback

Negative feedback, complaints, or areas where customer expectations weren't met.

Internal hurdles

Mention any internal delays, miscommunications, or bottlenecks that affected the launch.

Lessons learned

Key takeaways

Marketing strategies

Insights on what marketing strategies should be repeated, modified, or avoided in future launches.

Product development

Lessons related to product development, feature prioritization, or quality assurance that could improve future products.

Customer engagement

Understanding gained about customer needs, preferences, or behavior that can be applied in future interactions.

Process improvements

Suggestions for improving internal processes, communication, or collaboration for the next launch.

Metrics evaluation

KPIs and outcomes

Customer acquisition	<ul style="list-style-type: none">• <i>Number of new customers acquired.</i>• <i>Customer acquisition cost (CAC).</i>
Sales/revenue	<ul style="list-style-type: none">• <i>Total sales/revenue generated during the launch period.</i>• <i>Average order value (AOV).</i>
Engagement	<ul style="list-style-type: none">• <i>Website traffic, conversion rates, and user engagement metrics (e.g., DAU/MAU).</i>
Retention	<ul style="list-style-type: none">• <i>Customer retention rate or churn rate post-launch.</i>• <i>Customer satisfaction scores (e.g., NPS, CSAT).</i>
Market impact	<ul style="list-style-type: none">• <i>Market share changes, if applicable.</i>• <i>Competitor response or market feedback.</i>

Action items and next steps

Follow-up actions

Immediate fixes

Outline any immediate actions needed to address issues identified during the launch (e.g., bug fixes, marketing adjustments).

Long-term strategies

Recommendations for long-term strategies based on the lessons learned (e.g., product enhancements, new marketing approaches).

Owner and deadline

Assign ownership and deadlines for each action item to ensure accountability.

Conclusion

Overall launch performance

- *Summarize the overall success of the launch, balancing the positive outcomes with the challenges faced.*
 - *Provide a final recommendation or insight on how this launch sets the stage for future product releases.*
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