Product launch post-mortem template

A product launch post-mortem is a critical step in refining your go-to-market strategy. This template is designed to help you and your colleagues review the entire launch process, identify what worked well, and uncover areas for improvement.

By systematically analyzing key metrics, team feedback, and customer reactions, you gain valuable insights that can inform future launches and help avoid repeating mistakes.

Use this template shortly after the product launch, while the details are still fresh. Encourage input from all departments involved – marketing, sales, product, engineering, and customer support – to ensure a well-rounded evaluation. By reflecting on both successes and challenges, you'll foster continuous improvement and ensure smoother, more effective launches going forward.

Regular use of this post-mortem process will lead to stronger cross-functional collaboration, better-aligned teams, and, ultimately, more successful launches. Plus, it helps maintain a culture of learning and transparency within your organization.

Launch overview	
Product name	
Launch date	
Launch goal	(e.g., revenue target, market penetration, feature adoption)
Teams involved	(e.g., product marketing, sales, product, engineering, customer success)

Launch metrics summary	Provide a snapshot of key launch KPIs (e.g., revenue, signups, customer feedback, etc.)

Successes

What went well?	What aspects of the launch were particularly successful?
	Specific examples or stories of success:
	Which parts of the strategy or execution worked? (e.g., messaging, positioning, timing)
Why did these elements succeed?	Analyze the reasons behind the successes. Was it planning, cross-team collaboration, market readiness, or something else?

Challenges/areas for improvement

What didn't go well?	Identify significant challenges or setbacks during the launch
	Specific examples of where things didn't meet expectations:
Root cause analysis	What were the underlying causes of these challenges?
	Were there any risks that weren't anticipated or mitigated?

Key metrics analysis

Performance vs. target	List key metrics and compare actual performance with targets set before the launch.

Feedback

Customer feedback	Summarize customer feedback post-launch (e.g., common themes, compliments, complaints).
Internal feedback	Gather insights from the launch team Was cross-functional communication and collaboration smooth? Any bottlenecks or standout moments?
Lessons from different departments	Break down feedback from key departments: - Product marketing - Sales - Engineering - Customer support

Lessons learned

What did we learn?	Major takeaways from the launch How can the team apply these learnings in future launches?
What would we do differently next time?	Identify specific steps for improving future product launches.

Next steps/action items

Immediate action items	Document post-launch follow-ups (e.g., fixing bugs, improving messaging, customer onboarding).
Future process improvements	Steps to ensure smoother launches in the future (e.g., better testing, revised KPIs).

Market response

Competitor analysis	How did competitors respond to the launch? What can we learn from their reaction?
Market & industry response	How did the market as a whole respond to the launch? Any unexpected trends or shifts in behavior?

Additional notes

Anything else worth documenting that wasn't covered above.