• In this section, the importance of managing and monitoring the campaigns, and the extent of their impact on the success of the campaign will be discussed as well as identifying the most important measurement units that will show if the campaign is proceeding properly or not. Finally, the main points will be discussed and analyzed, andthe most important lessons learned from the campaign will be drawn.

• The importance of monitoring campaigns lies in identifying the selected communication channels and measuring the effectiveness of each of them in terms of achieving the goals of the campaign. This will be essential to ensure that the campaign is on the right course. Also, monitoring effective campaigns will help in reducing the drain on promotion in some channels if they do not achieve the desired results.

 • Determining the most important performance indicators that will evaluate the course of the campaign, which will enable more work on the channels that have proper performance or modify the channels that do not progress as required.

Analyzing the most important pros and cons and analyzing the effectiveness of the campaign's performance will qualify to identify the most important lessons learned which will help increase the chances of making better decisions in future campaigns:

Having a clear campaign structure helped create a systematic and professional campaign.

Having the creative description helped the designer to come up with more creative and professional designs.

Hiring an advertising agency was good.

The analysis helped to form a complete picture of the most important strengths and weaknesses that enabled decision-making.

The objectives are fine for the time being.

Tips for upcoming campaigns.

The continuation of using a clear campaign structure.

The continuation of using the creative description and improving it as much as possible.

The possibility to hire more specialized agencies in the field of creative content.

Finding major means of providing information to assist and help much with decision-making.

Developing the objectives for upcoming campaigns and picking up where this campaign's results left off.

Increasing incentives for employees working on the campaigns.

New and more effective means and channels to be found for communicating with stakeholders.