



Your 2027 Audience Planning Checklist

Before you finalize next year's marketing plan, use this checklist to pressure-test your audience strategy: what's working, what's missing, and where the real opportunities are.

59%

of CMOs say they don't have enough budget to execute their strategy. Better targeting closes the gap.

81% → 88%

First-party data reliance is rising fast heading into 2027.

2.6×

Top performers are more likely to use intent data extensively.

1 Look Back at 2026 Performance

You cannot plan 2027 without knowing what actually worked in 2026. A quick, honest audit here keeps you from repeating expensive mistakes and doubling down on audiences that already delivered.

- ☐ Which audience produced the highest ROI?
- ☐ Which audience surprised you, good or bad?
- ☐ Where did we overspend chasing the wrong audience?
- ☐ Which audience should we retire going into 2027?

2 Ask the Five Questions

Most teams only ever ask who their customers are today. The sharper questions are about who is changing, who is arriving, and who is quietly walking away, which is usually where the real budget decisions live.

- ☐ Who's most likely to buy next?
- ☐ Who's changing (life-stage shifts)?
- ☐ Who's entering our market (new movers/households)?
- ☐ Who's leaving, and what's our churn risk?
- ☐ Who's actually worth keeping?
- ☐ What data gaps are limiting our answers above?

3 Check Your Data Health

A media plan is only as good as the data behind it. Verified, appended, and enriched data means every audience you build downstream reflects reality, not last year's assumptions.

- ☐ Do we have verified, opt-in email addresses on file?
- ☐ Have addresses/mover status been verified in the last 12 months?
- ☐ Is our database appended with the data points that actually matter for our audience, not just what's easiest to collect?
- ☐ Do browsing and intent signals reach our media plan?
- ☐ Have we asked our data partner what they fixed and what they added?
- ☐ What are we enriching our database with in 2027?

4 Test New Signals & Strategies

Layering two or three signals together, and testing on a small scale first, usually beats running one broad signal across your entire list.

- ☐ Have we stacked two+ signals (e.g., recently moved AND in-market)?
- ☐ Have we tested a micro-segment smaller than our usual list size?
- ☐ Are we using monthly intent signals, not just last year's purchases?
- ☐ Which one new signal are we piloting first?

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