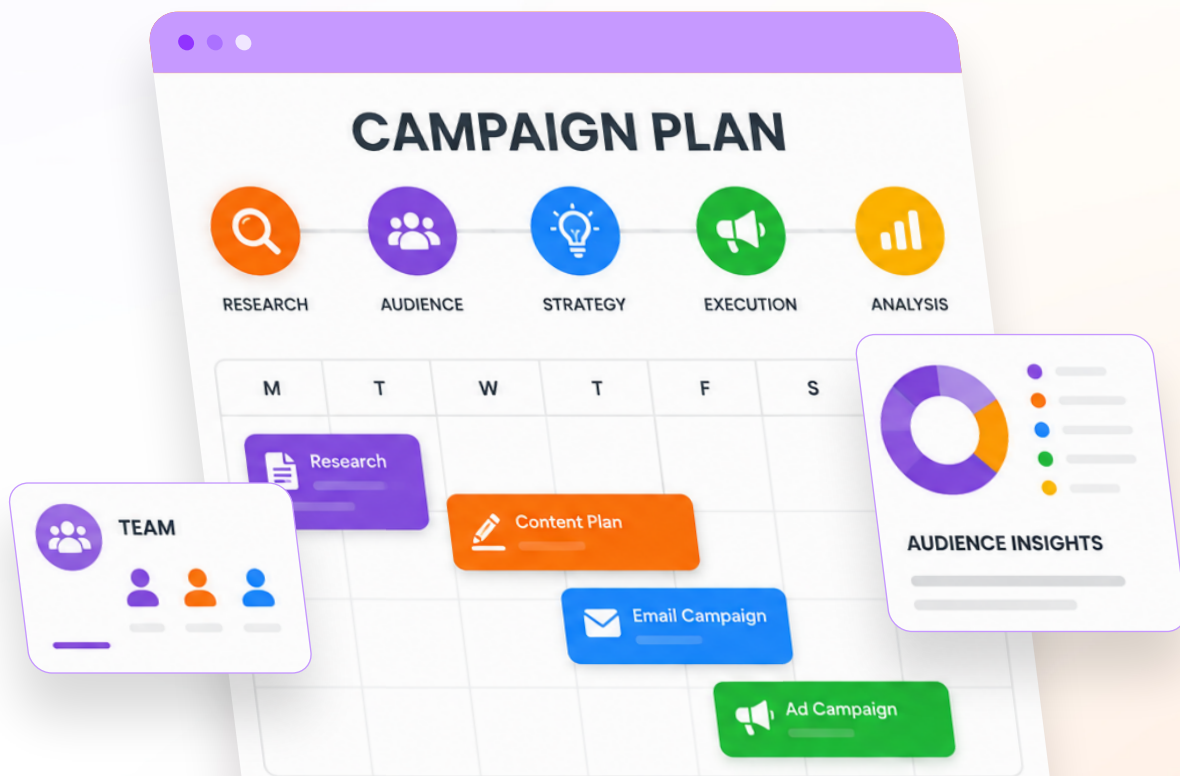


D2C E-commerce

The Cost of Rebuilding Every Campaign from Zero

When every campaign starts from scratch, your team wastes time rebuilding instead of launching.

**INDUSTRY**

D2C
E-commerce

COMPANY SIZE

~40 people

MARKETING TEAM

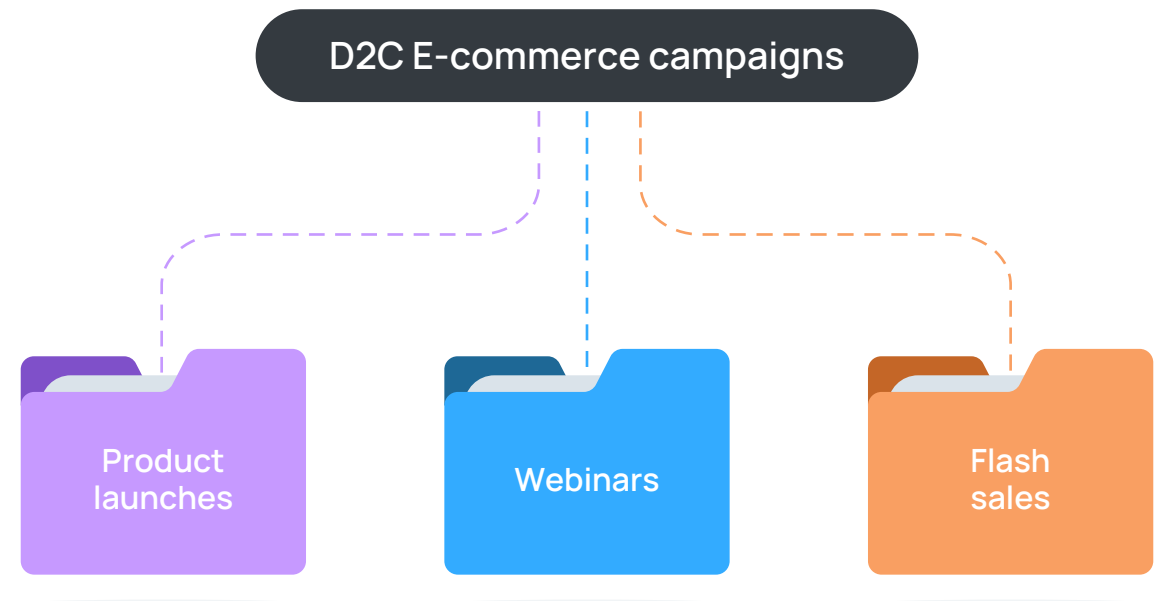
4 people

RESULT

Campaign setup time
went from a day and a
half to under two hours

The Problem

The marketing team at a D2C ecommerce company ran three kinds of campaigns, repeatedly. These were product launches, webinars, and flash sales.



When building the campaigns, they would sit down and rebuild the whole thing in spreadsheets. Although they'd reuse the old sheets, assigning the tasks, who owns what, what are other upcoming campaigns and adjusting resources with it was all manual. That worked fine when they ran one campaign a month. But once, they started running multiple at once, things started to brake.

Everyone shipped their work. But the process for shipping lived only in separate spreadsheet so there was no visibility against founder's tasks, and sales collateral work.

The Diagnosis

✗ The Easy Read

The easy read was to treat it as a discipline problem. You tighten the checklist, review more carefully, and hold someone accountable next time. That's the wrong diagnosis, and it's worth being precise about why.

✓ What Was Actually Happening

The tasks started getting missed because they were never present to begin with. They lived in a spreadsheet which was not tied to the rest of the marketing function. Every new campaign began as a blank document, which means every new campaign began with zero institutional memory of the last one and of the current work. That because a structural failure.

The process existed only as a byproduct of the last campaign with no mechanism to carry it forward. Asking the team to be more careful assumes the information was available and got missed. It wasn't available.

There is no diligence fix for a process that resets to zero every cycle.

The solution

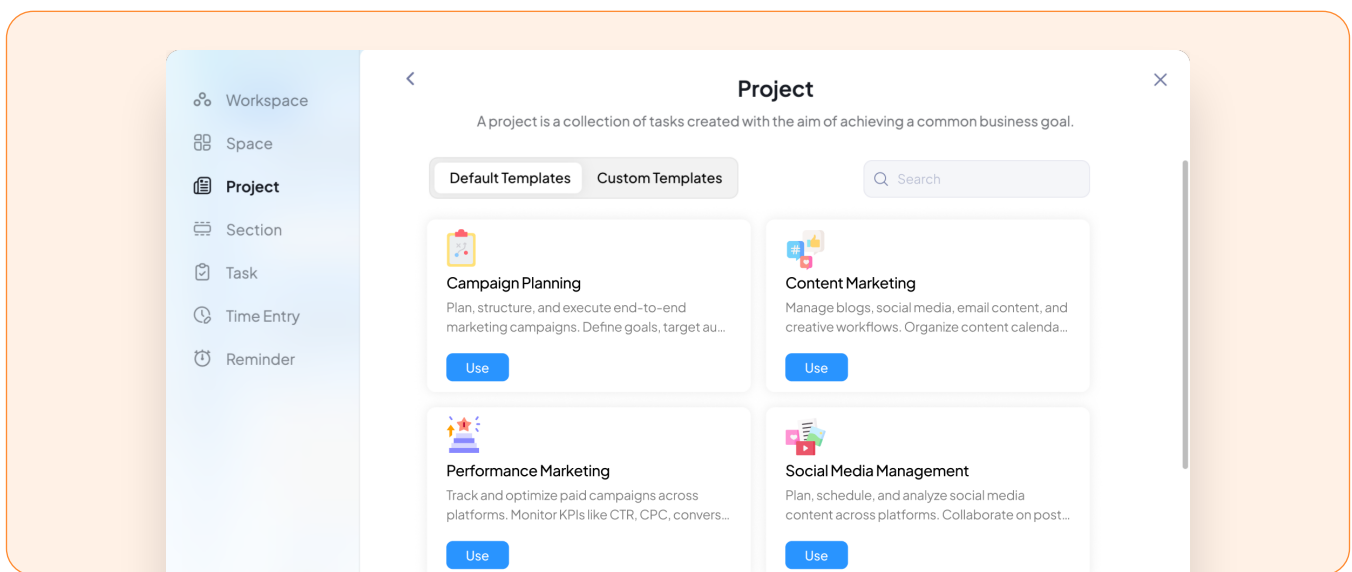
Any tool can hold a task list. That's not the hard part. The hard part is making the structure of a launch outlast the launch itself.

Here's what they built:

1

A template for every campaign type

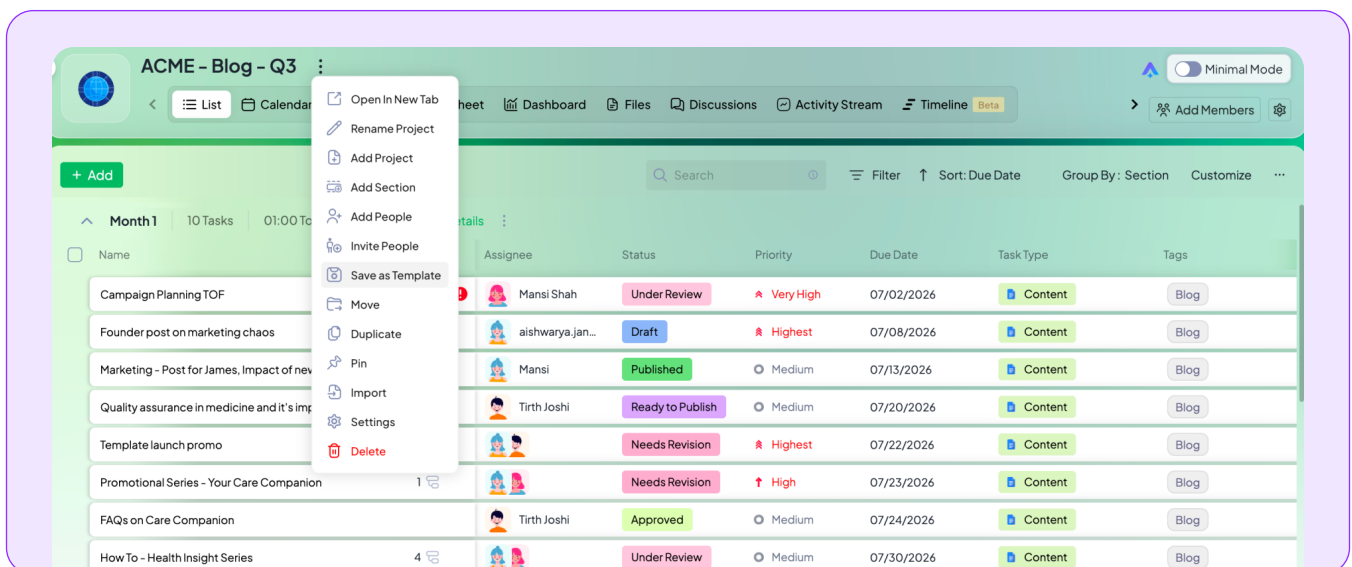
They saved each campaign type, launch, webinar, flash sale, as a structure with tasks, owners, dependencies, and milestones already in place.



2

Duplicate it. Don't rebuild it.

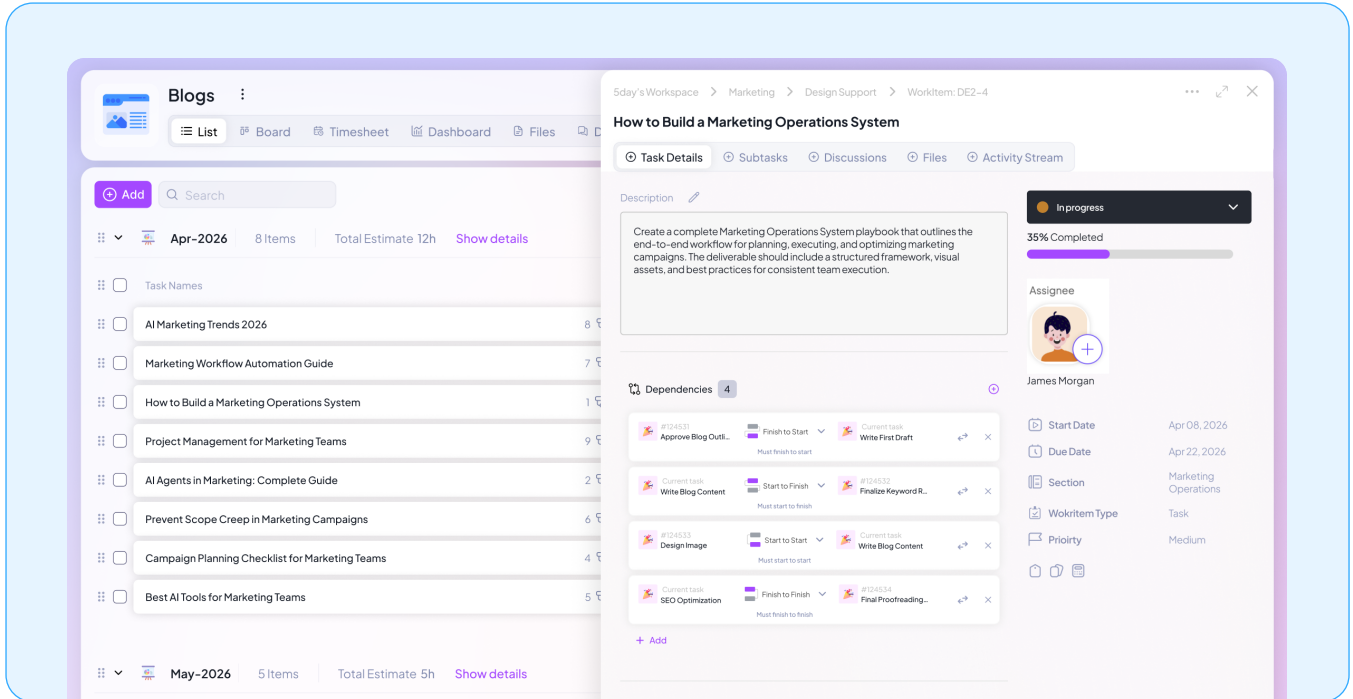
They copy the template for each new campaign. The task names, owners, and order come with it. They only touch the dates and the specifics.



3

Dependencies that carry forward on their own

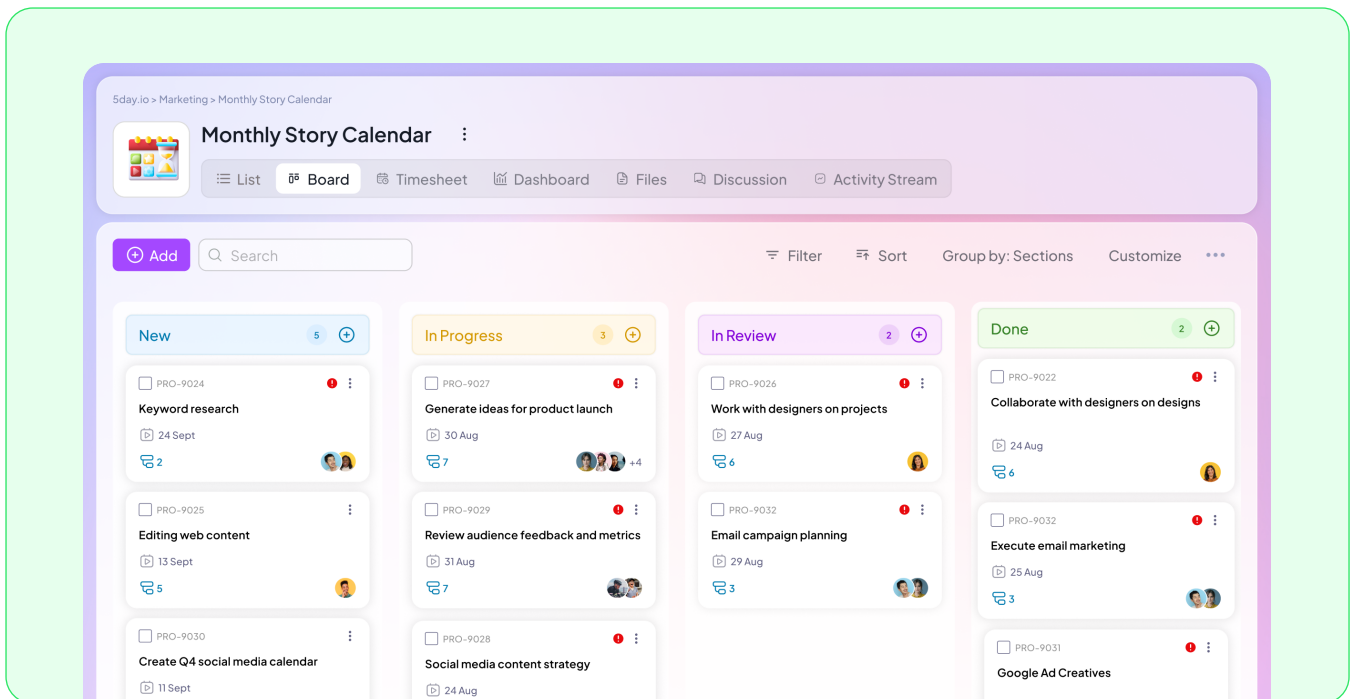
The template carried specific campaign rules they set up automatically, so the same mistake did not happen again.



4

A milestone view that shows what's still open before launch day

If a task is missing, it shows up right away as an unfinished item before the campaign goes live.



The impact after implementing 5day.io

Under two hours

Campaign setup time instead of a day

3 → 0

Missing core tasks per launch

1 → 3, Same headcount

Campaigns running per month

About 60% → 100%

Launches that ship with the full task list done

This story is a composite drawn from patterns we see across marketing teams using 5day.io. Names, details, and figures are illustrative.

What changed after implementing 5day.io and what didn't

Two quarters later, the team runs three times the campaigns in a fraction of the setup time. Worth saying plainly: the actual work, messaging, creative, timing calls, still takes real thinking. That never went away, and it shouldn't.

What went away was rebuilding the scaffolding every single time.

A process that only exists in last month's files isn't a process. It's a one-time thing you happened to do once. 5day.io makes the structure of a launch outlive the launch, so running multiple campaigns doesn't mean forgetting important tasks as much.



Start your **30 day free trial** today

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 hello@5day.io