



Facebook Ads Audit Checklist

Run this on your Meta ad account in under 12 minutes. Each check has clear pass/fail criteria and the specific fix if you fail it. No fluff, no upsell — just the audit I run on every new client account before I touch a single ad.

10 **12 minutes** **10 specific fixes**
CHECKS AUDIT TIME SPECIFIC FIXES

01 ACCOUNT HYGIENE

Are your campaign objectives correct?

Open Ads Manager. For every active campaign, the objective should match what you are actually trying to do. Service businesses should be on Leads or Conversions — not Engagement, Reach, or Traffic. Engagement objectives are the #1 cause of "lots of clicks, no customers." If anything is on the wrong objective, that single fix often drops CPL by 30–50%.

✓ **PASS**

All active campaigns use Leads, Sales, or Conversions objective.

✗ **FAIL**

Any active campaign uses Engagement, Reach, or Traffic for actual lead-gen.

02 ACCOUNT HYGIENE

Is your pixel + conversion tracking firing?

Install Meta Pixel Helper Chrome extension. Visit your site and check that the Pixel + Lead/Purchase event fires correctly. If conversions are not tracked, Meta is optimising blind — every dollar after the first 50 conversions is wasted.

✓ **PASS**

Pixel fires on every page; Lead/Purchase event fires on the right action.

✗ **FAIL**

No pixel, broken pixel, or conversion event fires on the wrong action.



Are your audiences too narrow?

Open any ad set. Look at "Audience size." If it is below 500K for cold campaigns, you are starving the algorithm. Meta needs room to find buyers. Stack interests instead of layering them, and consider broad audiences (just country + age + gender) — they often outperform interest targeting in 2026.

**PASS**

Cold ad sets reach 500K+ people; broad/Advantage+ tested against interest targeting.

**FAIL**

Most ad sets are under 500K; no broad audience tested in the last 60 days.

04

AUDIENCE

Are you running retargeting separately?

Cold and warm audiences should be in different campaigns. Mixing them is the most common attribution mess. Build a retargeting campaign that targets video-viewers (75%+), website visitors (30 days), and engaged Instagram/Facebook followers. Retargeting CPL is usually 50–70% lower than cold — but only if the algorithm can see the difference.

**PASS**

Separate retargeting campaign exists, with audience size tracked separately.

**FAIL**

All audiences mixed in one campaign, or no retargeting at all.

05

CREATIVE

How old is your top-performing creative?

Pull your account-level Frequency metric. If the winning creative is over 14 days old AND frequency is over 3, you are in ad fatigue territory. Refresh schedule: 2 new creatives every 14 days, even when things are working. The winners tire fastest because they show most.

**PASS**

New creatives shipped within last 14 days; frequency under 3 on top ad sets.

**FAIL**

Same creatives running 30+ days; frequency above 4 anywhere.

Do you have variety in formats?

Static images, carousels, reels, and UGC (user-generated content — phone-shot videos that feel native, not polished) should all be tested in any active campaign. The algorithm picks winners — but only from what you give it. If your account is 100% static images, you are leaving 30–40% performance on the table. UGC reels are usually the highest performers in 2026.

✓ **PASS**

At least 3 formats tested; UGC video included in the rotation.

✗ **FAIL**

Single format only (usually static); no video creative in 90 days.

07 COPY

Does your ad copy hook in the first 125 characters?

Read the first sentence of every active ad. If it sounds like a press release ("We are pleased to announce...") or a generic question ("Looking for the best X?"), it is dead on arrival. Hooks should be specific, surprising, or conversational. The hook decides whether anyone reads the rest.

✓ **PASS**

Every ad opens with a specific, conversational hook in the first 125 chars.

✗ **FAIL**

Generic openers, sales-y intros, or features dumped at the top.

08 FUNNEL

Does your landing page match the ad?

Click your own ad. Does the landing page have the same headline, the same offer, the same imagery? If the ad says "AC servicing for ₹1,200" and the landing page is your generic homepage, you have a 50% conversion penalty before anyone scrolls. Build dedicated landing pages per campaign.

✓ **PASS**

Each campaign has a dedicated landing page mirroring the ad copy.

✗ **FAIL**

Ads point to homepage or a generic services page.

How fast does your landing page load on mobile?

Run pagespeed.web.dev on your landing page using Mobile + 4G simulation. LCP target: under 2.5s. If you are at 4s+, you are losing roughly a third of every paid click before they see your offer. Compress hero images to under 200KB WebP, lazy-load below-fold, and remove unused tracking scripts.



PASS

LCP under 2.5s on mobile; bounce rate under 50%.



FAIL

LCP over 3.5s or bounce rate above 65%.

10 REPORTING

Are you measuring CPL or vanity metrics?

Pull your ads dashboard. If the columns you check first are CPM, CTR, or "engagement rate," you are optimising for the wrong things. The only metrics that pay your bills are CPL (or CPA), Conversion Rate on the landing page, and ROAS for e-commerce. Reorder your columns so the right number is the first thing you see every morning.



PASS

Custom report layout shows CPL/CPA/ROAS as the primary metric.



FAIL

Default report layout; engagement and CTR checked before conversions.

Tally your passes

Count how many of the 10 checks you passed. The honest number tells you where your account stands — and how much performance is currently locked behind small, fixable mistakes.

9–10 passes — Your account is in great shape. You're in the top 10% of advertisers I see. Keep iterating creative every 14 days and you'll continue to compound.

6–8 passes — Solid foundation, with 2–4 specific things bleeding budget. Each fix is a 1–3 day project. Prioritize tracking (#02), audience size (#03), and creative refresh (#05) first.

3–5 passes — This is where most accounts I audit land. The good news: every fix here is a known recipe. Expect meaningful CPL drops within 30–60 days of fixing the top 3 failures.

0–2 passes — Don't spend another taka on ads until you fix the basics. You're paying Meta to train an algorithm with bad data. Pause campaigns, fix items #01, #02, and #08 first, then resume.

Want a second pair of eyes on your account? Reply to the email I just sent, message me on WhatsApp (+88 01673539272), or visit ihtahim.com/services to book a deeper paid audit.

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