

# Next Momentum

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## Chilly's Bottles

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### Meta Ads Health Check

55-Point Performance Assessment

December 2, 2025 — March 2, 2026

**£106,755.09**

TOTAL SPEND ANALYSED

**55 checks**

PERFORMED



**No active pixels detected. Tracking data is unreliable.**



**ROAS is 7.57x — very profitable.** Q1 CPA improved 38% vs Q4 (£4 vs £7), outperforming last year's seasonal pattern. Fixing tracking gaps (no pixel detected) will make this strong performance measurable and protect it long-term.

### Attribution Health

41.8% of purchases are post-view, inflating the reported ROAS from a click-only 4.24x to the reported 7.57x. Both figures are well above break-even.

REPORTED ROAS

**7.57x**



CLICK-ONLY ROAS

**4.24x**

View-only revenue: **£355,417.31** — Net profit over period: **£701,827.64**

#### How we calculated this

We pulled every campaign via the Meta Marketing API (v21.0) and examined the attribution breakdown. ROAS was computed as total purchase value divided by total spend. Click-only ROAS excludes post-view conversions to show the more conservative picture. With a reported ROAS of 7.57x, the account spent **£106,755.09** and generated **£808,582.73** in revenue — a net profit of **£701,827.64**.

#### How to verify this yourself

1. Open Ads Manager → Columns → Customize Columns
2. Add "Purchase ROAS" and "Purchase Conversion Value"
3. Set date range to Dec 2, 2025 — Mar 2, 2026
4. Compare total spend vs total purchase value
5. For click-only: Breakdown → By Action → Conversion Window → filter to click-only



OVERALL SCORE

**59/100**

**Grade D – Poor**



**17 Seasonal Context**  
 Your Q1 CPA improved 38% vs Q4 (£4 vs £7). Last year the same period saw a rise.

**YEAR-OVER-YEAR PERFORMANCE**

Q4 2024 vs Q4 2025		Q1 2025 vs Q1 2026	
Spend -61.9%	ROAS +75.0%	Spend +25.2%	ROAS +177.0%
CPA -40.8%		CPA -70.6%	

**Category Breakdown**

Pixel / CAPI <small>LIMITED DATA</small>		<b>38</b> (F)	2/10 evaluated
Creative		<b>53</b> (D)	10/15 evaluated
Structure		<b>70</b> (C)	9/18 evaluated
Audience		<b>67</b> (C)	4/8 evaluated
Funnel		<b>81</b> (B)	3/4 evaluated

## CAMPAIGN TYPES

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**Campaign** Top-level container that defines the objective (e.g. Sales, Traffic).

**Ad Set** Controls budget, schedule, audience targeting, and placements.

**CBO** Campaign Budget Optimization lets Meta distribute budget across ad sets.

**ABO** Ad-set Budget Optimization where each ad set has its own fixed budget.

**ASC** Advantage+ Shopping Campaign with automated targeting and placements.

## PERFORMANCE METRICS

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**ROAS** Return On Ad Spend. Revenue divided by ad spend.

**CPA** Cost Per Acquisition. Spend divided by number of conversions.

**CPM** Cost Per Mille. Cost per 1,000 impressions served.

**CTR** Click-Through Rate. Percentage of impressions resulting in a click.

## AUDIENCES

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**Prospecting** Campaigns targeting new, cold audiences who have not interacted with you.

**Retargeting** Campaigns targeting warm audiences (site visitors, engagers, etc.).

**Custom Audience** Audience built from your data: website visitors, customer lists, etc.

**Lookalike** Audience modelled by Meta to resemble your best customers.

## ATTRIBUTION

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**Post-click** Conversion attributed to someone who clicked the ad before converting.

**Post-view** Conversion attributed to someone who saw (but did not click) the ad.

**Attribution Window** Time window within which a conversion is credited to the ad.

## TECHNICAL

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**Learning Phase** Period where Meta's algorithm explores delivery before optimizing.

**CAPI** Conversions API: server-to-server event tracking for better data accuracy.

**Pixel** JavaScript snippet on your site sending browser-side events to Meta.

**EMQ** Event Match Quality: score (1-10) measuring how well events match users.

### Pixel installation status

CRITICAL

UNVERIFIED

#### WHAT'S HAPPENING

No active pixels detected. Tracking data is unreliable.

#### WHY IT MATTERS

Without a working pixel, Meta cannot track conversions on your site. Despite a strong 7.57x ROAS, all attribution data is unreliable, retargeting audiences cannot be built from website activity, and campaign optimization is flying blind.

#### IF IT WERE US

Install and verify the Meta Pixel on all pages of the Chilly's website. Set up standard events (ViewContent, AddToCart, Purchase) and verify in Events Manager. **~15 min**

### Ad creative format diversity

CRITICAL

VERIFIED

#### WHAT'S HAPPENING

Only 1 format (unknown). Meta recommends at least 3 formats.

#### WHY IT MATTERS

Only 1 ad format (unknown) severely limits Meta's ability to serve ads in optimal placements. Different formats (image, video, carousel) perform differently across Feed, Stories, and Reels.

#### IF IT WERE US

Create at least 3 format types: static image, video (15-30s), and carousel. Showcase reusable bottles in each format for optimal delivery. **~15 min**

### Video aspect ratio coverage (9:16 for Reels)

HIGH

ESTIMATED

#### WHAT'S HAPPENING

No video creatives found. Video is essential for Reels/Stories placements.

#### WHY IT MATTERS

Without any video creatives, Reels and Stories placements show static images or nothing at all. Video is critical for these high-engagement placements, which account for growing share of inventory.

#### IF IT WERE US

Create 9:16 vertical video creatives for Reels/Stories placements. Even simple product slideshows of bottles in lifestyle settings outperform static images in these placements. **~2 hours**

### Ad set audience overlap / cannibalization

HIGH

CALCULATED

#### WHAT'S HAPPENING

3/3 ad set pairs share similar targeting. Significant audience overlap — your ads are competing against each other. Consolidate similar ad sets.

#### WHY IT MATTERS

Overlapping ad set pairs mean your ads compete against each other in the same auctions, driving up CPMs and reducing efficiency across campaigns.

#### IF IT WERE US

Merge the overlapping ad set pairs into consolidated ad sets, combining creative and budgets. Use Audience Overlap tool to verify. **~45 min**

## Purchaser exclusion from prospecting

HIGH

VERIFIED

### WHAT'S HAPPENING

Only 0/1 prospecting ad sets (0%) exclude audiences. Prospecting budget is likely reaching existing customers — exclude purchasers and website visitors from prospecting campaigns.

### WHY IT MATTERS

Without purchaser exclusions, 10-15% of prospecting budget typically goes to existing customers who would have purchased anyway, inflating ROAS and wasting budget on non-incremental conversions.

### IF IT WERE US

Create a purchaser custom audience (180 days) and add it as an exclusion to all prospecting ad sets via bulk editor. **~10 min**

## Social proof through organic post boosting

MEDIUM

CALCULATED

### WHAT'S HAPPENING

Only 0/181 (0%) creatives use organic posts. Boosting organic content adds social proof (likes, comments, shares).

### WHY IT MATTERS

Ads without social proof (likes, comments, shares) convert at 2-3x lower rates. Boosting organic posts carries existing engagement into paid delivery. For a reusable bottles brand, lifestyle content with social proof is especially powerful.

### IF IT WERE US

Identify top-performing organic posts with 50+ engagements and boost them as ads to carry social proof into paid delivery. **~20 min**

## Value proposition in ad text

MEDIUM

ESTIMATED

### WHAT'S HAPPENING

Only 0/181 (0%) creatives have text/USP. Creatives lack context — add text overlays with value propositions.

### WHY IT MATTERS

Creatives with no text overlay or value proposition fail to communicate why someone should click. Clear USPs in the first frame boost engagement 15-25%. For reusable bottles, highlighting sustainability and design is key.

### IF IT WERE US

Add clear value proposition text to the primary image/video of at least 50% of creatives. Highlight sustainability, design, or seasonal promotions. **~1 hour**

## Advantage+ Placements usage

MEDIUM

VERIFIED

### WHAT'S HAPPENING

7/7 ad sets use manual placements. Manual placement limits Meta's optimization. Enable Advantage+ unless justified.

### WHY IT MATTERS

Manual placement selection restricts where Meta can show ads. Advantage+ Placements typically reduces CPA by 10-20% through broader delivery.

### IF IT WERE US

Switch the manual-placement ad sets to Advantage+ Placements unless there is a specific exclusion reason. **~5 min**

**Post-view attribution inflation risk**

CRITICAL

CALCULATED

**WHAT'S HAPPENING**

41.8% of conversions are post-view. Significant portion may not be incremental. Reported ROAS: 7.57x, Click-only ROAS: 4.24x. The real ROAS is likely closer to the click-only figure.

**WHY IT MATTERS**

41.8% post-view conversions inflates the reported ROAS from a click-only 4.24x to 7.57x. While both are profitable, running lift tests would confirm the true incremental value of this spend.

**IF IT WERE US**

Run lift tests to validate the strong 7.57x ROAS and measure true incrementality. Consider shifting attribution windows to 7-day click only for cleaner measurement. **~15 min**

**Number of creatives per ad set**

HIGH

VERIFIED

**WHAT'S HAPPENING**

Average 4.6 ads per active ad set. 3 ad set(s) below recommended 5 ads.

**WHY IT MATTERS**

Ad sets with fewer than 5 creatives limit Meta's ability to find the best performing combination. Each additional creative gives the algorithm more optimization surface.

**IF IT WERE US**

Add 2-3 additional creatives to each of the under-stocked ad sets, including at least one video and one carousel. **~2 hours**

**Campaign objective alignment with sales goal**

HIGH

VERIFIED

**WHAT'S HAPPENING**

1 active campaigns use non-sales objectives: OUTCOME\_AWARENESS. Ensure these support the purchase funnel.

**WHY IT MATTERS**

1 campaign using OUTCOME\_AWARENESS instead of sales objectives diverts budget away from conversions. Ensure all campaigns support the purchase funnel.

**IF IT WERE US**

Re-evaluate the OUTCOME\_AWARENESS campaign. Either align it to a sales objective or ensure it serves an explicit top-of-funnel role. **~15 min**

**Advantage+ Creative enhancements**

MEDIUM

VERIFIED

**WHAT'S HAPPENING**

No creatives using Advantage+ Creative enhancements. Test enabling for automated format/text optimization.

**WHY IT MATTERS**

Advantage+ Creative enhancements let Meta automatically test text, brightness, and aspect ratio variations. Without them, you miss free optimization.

**IF IT WERE US**

Enable Advantage+ Creative enhancements on all ad sets. This is a toggle in ad-level settings that costs nothing to activate. **~5 min**

### Advantage+ Shopping Campaigns testing

MEDIUM

VERIFIED

#### WHAT'S HAPPENING

No Advantage+ Sales campaigns detected. ASC typically outperforms manual campaigns for e-commerce (benchmark ROAS: 4.52:1).

#### WHY IT MATTERS

No Advantage+ Sales campaigns detected. ASC typically outperforms manual campaigns for e-commerce with automated targeting and placements.

#### IF IT WERE US

Test an Advantage+ Shopping Campaign alongside existing manual campaigns. ASC typically delivers strong ROAS for e-commerce brands. **~30 min**

All campaigns from the analysis period. Green ROAS indicates profitable performance (>2.0x).

CAMPAIGN	SPEND	IMPRESSIONS	PURCHASES	ROAS	CPA	CPM
BAU   TOF   Prospecting DPA   Sales	£11,793.46	2,455,714	2542	8.06x	£4.64	£4.80
Collab   Sales   Oasis	£2,583.13	676,453	429	7.04x	£6.02	£3.82
BAU   TOF   Prospecting   Sales	£7,115.96	1,603,425	1368	6.77x	£5.20	£4.44
BAU   MOF   Retargeting   Sales	£9,766.62	2,419,688	1778	6.55x	£5.49	£4.04
BAU   BOF   DPA Retargeting   Sales	£19,271.72	2,560,872	2611	5.34x	£7.38	£7.53
Retention   Cross-Sell   Sales	£2,440.86	692,532	403	6.78x	£6.06	£3.52
Festive   BOF   Retargeting   Sales	£1,348.00	330,033	358	11.21x	£3.77	£4.08
BAU   TOF   UGC Awareness   Reach	£2,113.02	1,853,114	45	0.76x	£46.96	£1.14
Festive   TOF   Prospecting   Sales	£3,743.47	643,160	982	10.96x	£3.81	£5.82
Festive   MOF   Retargeting   Sales	£3,031.48	663,242	785	11.14x	£3.86	£4.57
Festive   BOF   DPA Retargeting   Sales	£3,659.59	429,679	766	8.28x	£4.78	£8.52
Winter Sale   TOF   Prospecting   Sales	£9,685.77	2,959,820	3784	12.48x	£2.56	£3.27
Winter Sale   MOF   Retargeting   Sales	£19,485.24	4,655,355	5709	9.41x	£3.41	£4.19
Winter Sale   BOF   DPA Retargeting   Sales	£10,713.98	1,012,873	1114	3.52x	£9.62	£10.58
S3 Launch   TOF   Awareness   Reach	£2.79	6,166	1	9.17x	£2.79	£0.45

These 3 actions can be completed in under **40 minutes** total and will immediately improve data quality and budget efficiency.

ACTION / DETAIL	TIME
<b>Meta Pixel installed</b> No active pixels detected. Tracking data is unreliable.	<b>15 min</b>
<b>Format diversity</b> Only 1 format (unknown). Meta recommends at least 3 formats.	<b>15 min</b>
<b>Exclusion audiences</b> Only 0/1 prospecting ad sets (0%) exclude audiences. Prospecting budget is likely reaching existing customers — exclude purchasers and website visitors from prospecting campaigns.	<b>10 min</b>

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Total estimated time: **40 minutes**

A phased plan to move from **Grade D (59.9)** to **Grade B (85+)** in four weeks, protecting your strong ROAS while closing structural gaps.

**WEEK 1 Fix Foundation**

60 → ~70

Install and verify Meta Pixel on all pages. Fix manual placements by enabling Advantage+ Placements. Add purchaser exclusions to prospecting ad sets. Merge overlapping ad set pairs to eliminate auction self-competition.

**WEEK 2 Strengthen Creatives**

70 → ~76

Add video and carousel formats to break the single-format limitation. Boost top organic posts for social proof. Add text overlays with sustainability and design USPs to creatives. Create audience-specific creative variants for prospecting vs retargeting.

**WEEK 3 Improve Structure**

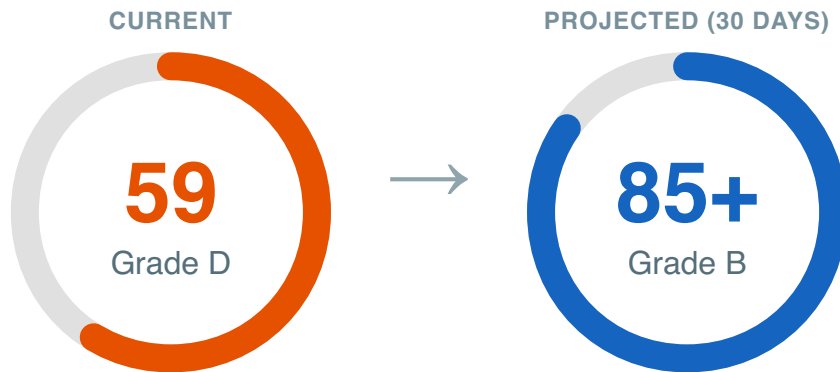
76 → ~82

Test an Advantage+ Shopping Campaign alongside manual campaigns. Re-evaluate the OUTCOME\_AWARENESS campaign for sales alignment. Enable Advantage+ Creative enhancements on all ad sets. Add more creatives to under-stocked ad sets.

**WEEK 4 Monitor & Optimise**

82 → 85+

Run lift tests to validate the strong 7.57x ROAS. Review frequency and audience fatigue weekly. Launch A/B tests via Meta Experiments. Set up automated rules for spend pacing alerts. Monitor the positive Q1 CPA trend to sustain improvements.



## Ready to fix these issues?

Your account generates £7.57 for every £1 spent — outstanding. But structural gaps in tracking, creative diversity, and campaign hygiene are leaving money on the table. Our team can address every finding in 30 days.

[BOOK A STRATEGY CALL](#)

Next Momentum — [hello@nextmomentum.io](mailto:hello@nextmomentum.io)

### DATA PROVENANCE

<b>Account ID</b>	act_864659590254750
<b>Date Range</b>	2025-12-02 to 2026-03-02
<b>API Version</b>	v21.0
<b>Attribution</b>	7-day click, 1-day view (default)
<b>Currency</b>	GBP
<b>Checks Run</b>	28/55 (27 require manual verification or data)