

Next Momentum

×

Eclo

Meta Ads Health Check

64-Point Performance Assessment

December 2, 2025 — March 2, 2026

GBP 1,285,219.04

TOTAL SPEND ANALYSED

Up to 64

POINTS ASSESSED



53.3% of your reported purchases come from users who saw your ad but never clicked. Your reported ROAS of 3.4x may actually be closer to 1.6x on a click-only basis.



ROAS is reported ROAS of 3.36x is likely inflated — click-only is 1.58x, with mixed year-over-year trends. Q4 2024 vs Q4 2025: Spend -61.9%. Q1 2025 vs Q1 2026: Spend +37.5%. These findings will help consolidate gains.

Attribution Health

53.3% of purchases are post-view, inflating reported ROAS from a click-only **1.58x** to a reported **3.36x**.



View-only revenue: **GBP 2,290,765.61** — Revenue above ad spend: **GBP 3,038,265.12**
(Revenue minus ad spend only — excludes COGS, shipping, returns, fees)

Revenue Range (reported vs click-only)

- Upper: **GBP 3,038,265.12** above ad spend (reported — includes 53.3% post-view)
- Lower: **GBP 747,499.51** above ad spend (click-only — conservative)

True incremental contribution is between these figures.

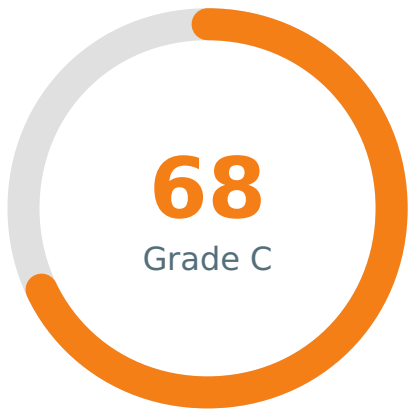
How we calculated this

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 3.36x, the account spent **GBP 1,285,219.04** and generated **GBP 4,323,484.16** in revenue — revenue above ad spend: **GBP 3,038,265.12**.

(Revenue minus ad spend only — excludes COGS, shipping, returns, fees)

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

68/100

Grade C — Needs Improvement



Seasonal Context
ROAS of 3.36x with 1.58x on click-only basis. Review the trend charts below for seasonal vs structural context.

YEAR-OVER-YEAR TRENDS			
Q4 2024 vs Q4 2025		Q1 2025 vs Q1 2026	
Spend -61.9%	ROAS N/A	Spend +37.5%	ROAS N/A
CPA N/A		CPA N/A	

Category Breakdown

Pixel / CAPI LIMITED DATA		N/A	2/10 evaluated
Creative		70 (C)	13/16 evaluated
Structure		60 (D)	17/22 evaluated
Audience		83 (B)	4/8 evaluated
Funnel		55 (D)	7/8 evaluated

Retention vs Acquisition

33.3% EXISTING CUSTOMERS **66.7%** NEW CUSTOMERS

STAGE	PURCHASES	SHARE
prospecting	69234	66.7%
retargeting	33461	32.2%
retention	1075	1.0%

Total purchases: 103770

CPA Trend

EARLY CPA LATE CPA

GBP 15.75 ↓ **GBP 7.28**

-53.8% — improving

Prospecting Economics

PROSPECTING ROAS: **2.77x** NCAC PROXY: **GBP 15.38**

BLENDED CPA: **GBP 12.39** PROSP. SPEND SHARE: **82.8%**

Prospecting spend: GBP 1,064,704.77 • Purchases: 69234

Revenue Quality

REPORTED ROAS: **3.36x** CLICK-ONLY ROAS: **1.58x**

Post-view share: **53.3%**

REPORTED ABOVE SPEND
GBP 3,038,265.12

CLICK-ONLY ABOVE SPEND
GBP 747,499.51

Revenue: GBP 4,323,484.16 (reported) / GBP 2,032,718.55 (click) • Spend: GBP 1,285,219.04

Revenue Cross-Reference: Meta vs GA4

Independent validation of Meta-reported purchase revenue

GA4 data not available

No GA4 property found for Meta account 'chillys'

CAMPAIGN TYPES

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

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

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

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

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.

Post-view attribution inflation risk

CRITICAL

CALCULATED

WHAT'S HAPPENING

53.3% of your reported purchases come from users who saw your ad but never clicked. Your reported ROAS of 3.36x is likely inflated — click-only ROAS is 1.58x. Use click-only ROAS for decisions. Consider a lift test.

WHY IT MATTERS

53.3% post-view conversions massively inflates the reported ROAS from a click-only 1.58x to 3.36x. The click-only ROAS is a more realistic measure of true ad-driven revenue. Running lift tests is essential to confirm true incremental value.

IF IT WERE US

With 53.3% post-view attribution, these actions are urgent. Your reported ROAS is likely significantly overstated.

Action 1 — Switch reporting to click-only ROAS (2 min): Ads Manager → Columns → Customize → Attribution Setting → 7-day click only. This gives a more conservative, realistic ROAS for all budget decisions.

Action 2 — Run a Conversion Lift test (~45 min to configure + 2-4 weeks to complete): Ads Manager → Experiments → Conversion Lift → select campaigns → set holdout %. Determines what % of reported conversions are genuinely driven by ads vs organic.

Click-through rate vs industry benchmark

HIGH

CALCULATED

WHAT'S HAPPENING

CTR is only 0.49% — well below 0.5% minimum. Creative is not resonating. Urgently test new concepts.

WHY IT MATTERS

This issue reduces campaign efficiency and may lead to sub-optimal budget allocation or lower overall ROAS.

IF IT WERE US

Review and address this finding based on the specifics above. ~15 min

Ad set audience overlap / cannibalization

HIGH

CALCULATED

WHAT'S HAPPENING

6/6 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 overlapping ad set pairs into consolidated ad sets, combining creative and budgets. Use Audience Overlap tool to verify. ~30 min

Campaign objective alignment with sales goal

HIGH

VERIFIED

WHAT'S HAPPENING

2/6 active campaigns use non-sales objectives, accounting for 0% of total spend (EUR 0): BAU | TOF | UGC Awareness | Reach (OUTCOME_AWARENESS, EUR 0, 0% of spend); S3 Launch | TOF |

Awareness | Reach (OUTCOME_AWARENESS, EUR 0, 0% of spend). Misaligned objectives waste budget on non-purchase actions.

WHY IT MATTERS

Campaigns using non-sales objectives may not be aligned with the primary purchase goal, potentially wasting budget on non-converting actions.

IF IT WERE US

Review campaigns with non-sales objectives. If they support the purchase funnel, keep them. Otherwise, reallocate budget to sales-objective campaigns. **~15 min**

Budget adequacy for learning phase exit

HIGH

CALCULATED

WHAT'S HAPPENING

1/1 ad sets have budget <2x CPA (EUR 12.37). Budgets too low for meaningful optimization. Consolidate or increase.

WHY IT MATTERS

Ad sets with budgets below 2x CPA cannot exit the learning phase, meaning Meta never fully optimizes delivery. Each ad set stuck in learning wastes roughly 20-30% of its budget.

IF IT WERE US

Increase budgets on under-funded ad sets to at least 2x the target CPA. Alternatively, consolidate into fewer ad sets. **~15 min**

Social proof through organic post boosting

MEDIUM

CALCULATED

WHAT'S HAPPENING

Only 0/1431 (0%) creatives use organic posts. Boosting organic content adds social proof (likes, comments, shares). (This count includes all 1431 creatives in the account — active and paused — not just currently running ads.)

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.

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 0/1431 (0%) creatives have text/USP. Creatives lack context — add text overlays with value propositions. (This count includes all 1431 creatives in the account — active and paused — not just currently running ads.)

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%.

IF IT WERE US

Add clear value proposition text to the primary image/video of at least 50% of creatives. Include pricing, discounts, or key benefits. **~1 hour**

Advantage+ Placements usage

MEDIUM

VERIFIED

WHAT'S HAPPENING

10/11 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 any manual-placement ad sets to Advantage+ Placements unless there is a specific exclusion reason. **~5 min**

Budget utilization rate

MEDIUM

CALCULATED

WHAT'S HAPPENING

Average budget utilization: 9%. 4 ad sets below 60%. Significant budget waste — audiences too narrow or bids too low.

WHY IT MATTERS

At 9% utilization, virtually the entire allocated budget is going unspent. This is a critical signal of audience exhaustion, overly restrictive bid caps, or targeting that is too narrow to deliver.

IF IT WERE US

Broaden audience targeting on under-utilised ad sets, switch to Advantage+ Audience, and review bid caps that may be throttling delivery. **~20 min**

CPM trend (rising cost risk)

MEDIUM

CALCULATED

WHAT'S HAPPENING

CPM rose 101% from EUR 2.44 (first half) to EUR 4.91 (second half). Significant cost inflation — check audience saturation, competition, or placement mix.

WHY IT MATTERS

This issue reduces campaign efficiency and may lead to sub-optimal budget allocation or lower overall ROAS.

IF IT WERE US

Review and address this finding based on the specifics above. ~**15 min**

False retargeting campaign detection

CRITICAL

CALCULATED

WHAT'S HAPPENING

2/9 non-ASC retargeting campaigns have NO custom audience. These are effectively prospecting campaigns disguised as retargeting: ES_Retargeting_SpringCampaign, FR_Retargeting_Spring Campaign. 1 ASC campaigns excluded from this check.

WHY IT MATTERS

2/9 retargeting campaign(s) have no custom audience: **ES_Retargeting_SpringCampaign, FR_Retargeting_Spring Campaign**. These are actually prospecting in disguise, inflating retargeting ROAS and distorting funnel measurement.

IF IT WERE US

Add a website visitors custom audience to **ES_Retargeting_SpringCampaign, FR_Retargeting_Spring Campaign**, or reclassify as prospecting with appropriate exclusions.
~10 min

Number of creatives per ad set

HIGH

VERIFIED

WHAT'S HAPPENING

Average 3.6 ads per active ad set. 9 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 the under-stocked ad sets, including at least one video and one carousel. ~2 hours

Video aspect ratio coverage (9:16 for Reels)

HIGH

ESTIMATED

WHAT'S HAPPENING

Found 24 video creatives. Verify that 9:16 aspect ratio is available for Reels/Stories placements.

WHY IT MATTERS

You have 24 video creative(s), but none appear to be in 9:16 vertical format. Reels and Stories placements will default to cropped or letterboxed versions, reducing visual impact and potentially hurting delivery in these high-engagement placements.

IF IT WERE US

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

Number of active campaigns (consolidation)

HIGH

VERIFIED

WHAT'S HAPPENING

6 active campaigns. Slightly fragmented — consider consolidating to improve learning phase efficiency.

WHY IT MATTERS

6 active campaigns can lead to budget fragmentation and slower learning. Consolidating to 3-5 campaigns lets Meta optimize delivery more effectively.

IF IT WERE US

Consolidate the 6 active campaigns to 3-5 core campaigns. Merge campaigns with similar objectives and audiences. ~1 hour

Purchaser exclusion from prospecting

HIGH

VERIFIED

WHAT'S HAPPENING

Only 94/152 prospecting ad sets (62%) have exclusions. Some prospecting budget may be spent on existing customers.

WHY IT MATTERS

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

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**

ASC existing customer budget cap

HIGH

ESTIMATED

WHAT'S HAPPENING

Found 5 ASC campaigns (all paused). When reactivating, ensure existing customer budget cap is configured ($\leq 20\%$).

WHY IT MATTERS

Without a confirmed existing customer cap, Meta's default behaviour allows ASC to preferentially target existing customers — which can represent up to 50% of spend in practice (Meta internal data). We were unable to verify the cap setting via API; check directly in Ads Manager.

IF IT WERE US

Verify the existing customer budget cap in Ads Manager for all ASC campaigns. If no cap is set, configure it to 20% or less. We were unable to confirm the setting via API. **~5 min**

Existing customer purchase concentration

HIGH

ESTIMATED

WHAT'S HAPPENING

33% of purchases come from existing-customer campaigns. A significant portion of conversions may be from users who would have purchased anyway. Consider shifting budget to prospecting.

WHY IT MATTERS

This issue reduces campaign efficiency and may lead to sub-optimal budget allocation or lower overall ROAS.

IF IT WERE US

Review and address this finding based on the specifics above. **~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**

Creative differentiation across audiences

MEDIUM

CALCULATED

WHAT'S HAPPENING

3/6441 ad set pairs share identical creatives. Consider diversifying creative per audience.

WHY IT MATTERS

Showing identical creatives to different audiences causes fatigue faster and prevents you from tailoring messages to each funnel stage.

IF IT WERE US

Create audience-specific creative variants: different hooks for prospecting (brand story) vs retargeting (product benefits, offers). **~1 week**

Seasonal campaign detection

LOW

VERIFIED

WHAT'S HAPPENING

4 campaign(s) have seasonal keywords but are running outside their expected season: 'BAU | MOF | Retargeting | Sales' (keyword: sales); 'BAU | TOF | Prospecting | Sales' (keyword: sales); 'BAU | TOF | Prospecting DPA | Sales' (keyword: sales); 'BAU | BOF | DPA Retargeting | Sales' (keyword: sales). Review and pause or rename to avoid audience confusion and wasted spend on outdated messaging.

WHY IT MATTERS

This issue reduces campaign efficiency and may lead to sub-optimal budget allocation or lower overall ROAS.

IF IT WERE US

Review and address this finding based on the specifics above. ~**15 min**

All 6869 campaigns from the analysis period (6 active, 54 paused). Green ROAS indicates profitable ($\geq 2.0x$), orange indicates marginal ($1.0-2.0x$).

CAMPAIGN	SPEND	IMPRESSIONS	PURCHASES	ROAS	CPA	CPM
UK_TOFU_Awareness_2024	GBP 11.63	24,418	0	0.00x	—	GBP 0.48
UK_Brand Awareness - Engage_EN_TOFU_23.03.23	GBP 7.33	1,147	0	0.00x	—	GBP 6.39
UK_BOFU_Sales_2024_Past Purchasers	GBP 234.87	82,693	41	5.69x	GBP 5.73	GBP 2.84
UK_TOFU_Sales_2024_Creati... Testing	GBP 1,454.02	537,878	101	2.88x	GBP 14.40	GBP 2.70
UK_Creative_Advantage+ shopping campaign 20.04.23	GBP 490.98	116,610	42	3.80x	GBP 11.69	GBP 4.21
UK_DPA_Advantage+ shopping campaign 20.04.23	GBP 37.89	8,695	12	12.30x	GBP 3.16	GBP 4.36
ES_Awareness_Recall	GBP 21.62	71,253	0	0.00x	—	GBP 0.30
ES_TOFU_Conversions_Creat...	GBP 98.49	39,221	9	4.03x	GBP 10.94	GBP 2.51
IT_TOFU_Conversions_Creati...	GBP 85.57	40,882	0	0.00x	—	GBP 2.09
IE_TOFU_Conversions_Creati...	GBP 207.24	83,535	17	4.47x	GBP 12.19	GBP 2.48
IE_Awareness_Recall	GBP 21.38	25,685	2	3.99x	GBP 10.69	GBP 0.83
DE_Advantage+ shopping campaign 19.09.23	GBP 53.76	8,754	5	4.41x	GBP 10.75	GBP 6.14
FR_Advantage+ shopping campaign 19.09.23	GBP 53.28	16,247	2	0.96x	GBP 26.64	GBP 3.28
CH_FR_TOFU_Conversions	GBP 54.15	9,787	1	0.60x	GBP 54.15	GBP 5.53
CH_DE_TOFU_Conversions	GBP 54.23	10,041	4	4.16x	GBP 13.56	GBP 5.40
UK_TOFU_Awareness_2024	GBP 10.92	21,753	0	0.00x	—	GBP 0.50
UK_Brand Awareness - Engage_EN_TOFU_23.03.23	GBP 7.06	957	0	0.00x	—	GBP 7.38
UK_BOFU_Sales_2024_Past Purchasers	GBP 226.57	70,251	39	7.59x	GBP 5.81	GBP 3.23
UK_TOFU_Sales_2024_Creati... Testing	GBP 1,302.31	429,109	103	2.95x	GBP 12.64	GBP 3.03
UK_Creative_Advantage+ shopping campaign 20.04.23	GBP 471.62	103,268	37	3.05x	GBP 12.75	GBP 4.57
UK_DPA_Advantage+ shopping campaign 20.04.23	GBP 36.48	9,092	1	1.04x	GBP 36.48	GBP 4.01
ES_Awareness_Recall	GBP 20.12	60,301	0	0.00x	—	GBP 0.33
ES_TOFU_Conversions_Creat...	GBP 97.02	40,349	7	2.29x	GBP 13.86	GBP 2.40
IT_TOFU_Conversions_Creati...	GBP 81.53	47,418	1	0.42x	GBP 81.53	GBP 1.72

CAMPAIGN	SPEND	IMPRESSIONS	PURCHASES	ROAS	CPA	CPM
IE_TOFU_Conversions_Creati...	GBP 164.42	58,570	5	1.02x	GBP 32.88	GBP 2.81
IE_Awareness_Recall	GBP 20.39	24,530	0	0.00x	—	GBP 0.83
DE_Advantage+ shopping campaign 19.09.23	GBP 52.18	10,029	2	2.13x	GBP 26.09	GBP 5.20
FR_Advantage+ shopping campaign 19.09.23	GBP 50.77	18,393	1	0.67x	GBP 50.77	GBP 2.76
CH_FR_TOFU_Conversions	GBP 50.81	9,726	2	3.15x	GBP 25.41	GBP 5.22
CH_DE_TOFU_Conversions	GBP 50.88	9,430	0	0.00x	—	GBP 5.40
UK_TOFU_Awareness_2024	GBP 11.10	16,494	0	0.00x	—	GBP 0.67
UK_Brand Awareness - Engage_EN_TOFU_23.03.23	GBP 6.83	890	0	0.00x	—	GBP 7.67
UK_BOFU_Sales_2024_Past Purchasers	GBP 218.57	71,132	31	6.34x	GBP 7.05	GBP 3.07
UK_TOFU_Sales_2024_Creati... Testing	GBP 1,080.11	343,098	73	2.67x	GBP 14.80	GBP 3.15
UK_Creative_Advantage+ shopping campaign 20.04.23	GBP 456.15	101,260	48	4.95x	GBP 9.50	GBP 4.50
UK_DPA_Advantage+ shopping campaign 20.04.23	GBP 34.85	7,878	0	0.00x	—	GBP 4.42
ES_Awareness_Recall	GBP 20.47	63,978	0	0.00x	—	GBP 0.32
ES_TOFU_Conversions_Creat...	GBP 97.31	33,822	9	3.45x	GBP 10.81	GBP 2.88
IT_TOFU_Conversions_Creati...	GBP 79.39	35,143	0	0.00x	—	GBP 2.26
IE_TOFU_Conversions_Creati...	GBP 154.35	56,843	5	1.01x	GBP 30.87	GBP 2.72
IE_Awareness_Recall	GBP 19.70	25,299	0	0.00x	—	GBP 0.78
DE_Advantage+ shopping campaign 19.09.23	GBP 50.88	7,344	2	1.24x	GBP 25.44	GBP 6.93
FR_Advantage+ shopping campaign 19.09.23	GBP 49.89	13,316	3	1.69x	GBP 16.63	GBP 3.75
CH_FR_TOFU_Conversions	GBP 49.79	7,428	2	1.25x	GBP 24.89	GBP 6.70
CH_DE_TOFU_Conversions	GBP 49.56	8,268	4	5.81x	GBP 12.39	GBP 5.99
UK_TOFU_Awareness_2024	GBP 10.67	16,221	0	0.00x	—	GBP 0.66
UK_Brand Awareness - Engage_EN_TOFU_23.03.23	GBP 6.75	757	0	0.00x	—	GBP 8.92
UK_BOFU_Sales_2024_Past Purchasers	GBP 217.12	64,096	30	4.64x	GBP 7.24	GBP 3.39
UK_TOFU_Sales_2024_Creati... Testing	GBP 1,030.68	303,702	49	1.80x	GBP 21.03	GBP 3.39
UK_Creative_Advantage+ shopping campaign 20.04.23	GBP 453.70	97,917	45	4.00x	GBP 10.08	GBP 4.63

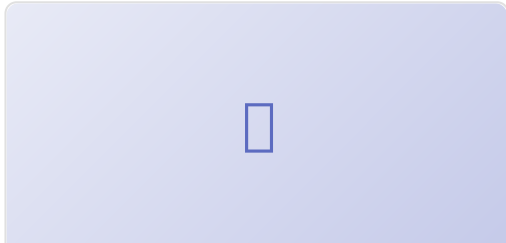


Top Fatigued Ads

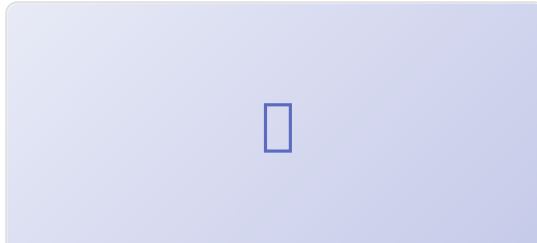
No creative fatigue detected
All active ads are performing within acceptable CTR ranges.

What is creative fatigue? Ads with CTR significantly below account average that have been running for an extended period. Refreshing or replacing these ads can improve overall campaign performance and reduce wasted spend.

Your account runs **72544 ads** across 5 formats (50060 unknown, 22192 share, 286 video, 3 photo, 3 status). Top 3 ads account for **0%** of total spend.



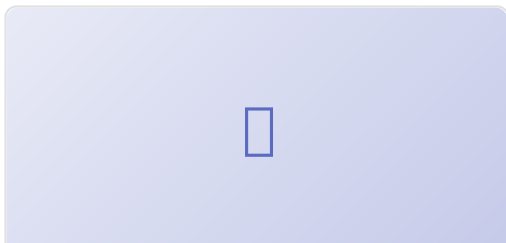
Single image_Static_BFCM_n/a_n [SHARE](#)
GBP 1,482.29 spent | 0.0x click ROAS | 472 days | **HIGH** fatigue risk




Vid_GIF_BFCM_n/a_n/a_DoTD Ger [SHARE](#)
GBP 1,192.54 spent | 0.0x click ROAS | 472 days | **HIGH** fatigue risk



Vid_GIF_BFCM_n/a_n/a_15.1
GBP 1,135.80 spent | 0.0x click R | **HIGH** fatigue risk



Single image_Static_BFCM_n/a_n [SHARE](#)
GBP 1,087.03 spent | 0.0x click ROAS | 469 days | **HIGH** fatigue risk



Video_Video_n/a_n/a_n/a_Cups_n [UNKNOWN](#)
GBP 1,071.50 spent | 0.0x click ROAS | 0 days | **NONE** fatigue risk



Vid_GIF_BFCM_n/a_n/a_15.1
GBP 1,011.72 spent | 0.0x click R | **HIGH** fatigue risk

Full creative analysis with thumbnails, ad copy, and performance data is available in the interactive dashboard.

These 4 actions can be completed in under **27 minutes** total and will immediately improve data quality and budget efficiency.


ACTION / DETAIL	TIME
<p>Switch to click-only ROAS for reporting</p> <p>Your reported ROAS includes 53.3% post-view attribution. Use 7-day click only for all budget decisions until a lift test confirms incrementality.</p>	2 min
<p>Seasonal campaign detection</p> <p>4 campaign(s) have seasonal keywords but are running outside their expected season: 'BAU MOF Retargeting Sales' (keyword: sales); 'BAU TOF Prospecting Sales' (keyword: sales); 'BAU TOF Prospecting DPA Sales' (keyword: sales); 'BAU BOF DPA Retargeting Sales' (keyword: sales). Review and pause or rename to avoid audience confusion and wasted spend on outdated messaging.</p>	5 min
<p>Exclusion audiences</p> <p>Only 94/152 prospecting ad sets (62%) have exclusions. Some prospecting budget may be spent on existing customers.</p>	10 min
<p>False retargeting detection</p> <p>2/9 non-ASC retargeting campaigns have NO custom audience. These are effectively prospecting campaigns disguised as retargeting: ES_Retargeting_SpringCampaign, FR_Retargeting_Spring Campaign. 1 ASC campaigns excluded from this check.</p>	10 min

Total estimated time: **27 minutes**

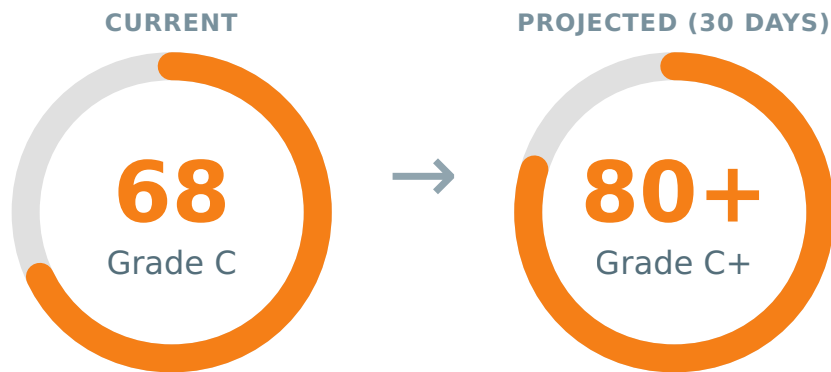
Verify First (requires manual check in Ads Manager)

<p>VERIFY FIRST — ASC+ existing customer budget cap</p> <p>Found 5 ASC campaigns (all paused). When reactivating, ensure existing customer budget cap is configured (<=20%). (cannot confirm via API — check in Ads Manager)</p>	2 min
--	--------------

A phased plan to move from **68/100** to **~100/100** in three phases, prioritizing quick wins first.



- PHASE 1 (WEEK 1-2) Settings & Configuration** 68 → ~80
Quick fixes in Ads Manager: +12 pts estimated. Fix attribution windows, bid strategies, placements, exclusions, and ASC customer budget caps.
- PHASE 2 (WEEK 3-6) Creative Production** 80 → ~92
New formats, video content, refreshed assets: +12 pts estimated. Add format diversity, video (9:16), carousel creatives. Boost top organic posts and add value proposition overlays.
- PHASE 3 (WEEK 6-12) Strategic Restructure** 92 → ~100
Funnel rebuild, audience strategy, scaling: +8 pts estimated. Run lift tests, fix false retargeting, optimize funnel budget split, consolidate campaigns and address structural issues.



Incremental Revenue Range

Your true Meta-driven revenue is likely between **GBP 2,032,718.55** (click-only) and **GBP 4,323,484.16** (reported).

With 53.3% post-view attribution, the conservative click-only figure removes all view-through conversions.

Ready to protect & improve your ROAS?

Your account has a strong 3.36x ROAS base, but performance is declining year-over-year. Our team can implement every recommendation in this report — tightening attribution, optimizing creatives, and fixing structural issues to protect and improve your margins.

[BOOK A STRATEGY CALL](#)

Next Momentum — hello@nextmomentum.io

DATA PROVENANCE

Account ID	act_494706528770960
Date Range	2025-12-02 to 2026-03-02
API Version	v21.0
Attribution	7-day click, 1-day view (default)
Currency	EUR
Checks Run	43/64 (21 require manual verification or data)
Scoring Model	v4.2