

Next Momentum

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Eclo

Meta Ads Health Check

55-Point Performance Assessment

December 2, 2025 — March 2, 2026

EUR 26,726.27

TOTAL SPEND ANALYSED

55 checks

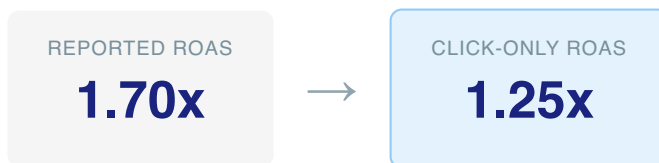
PERFORMED



7 of your 11 retargeting campaigns have no custom audience — they're actually prospecting budget disguised as retargeting, inflating your RTG ROAS.

Attribution Health

Your attribution is relatively healthy: only **22.0%** of purchases are post-view.



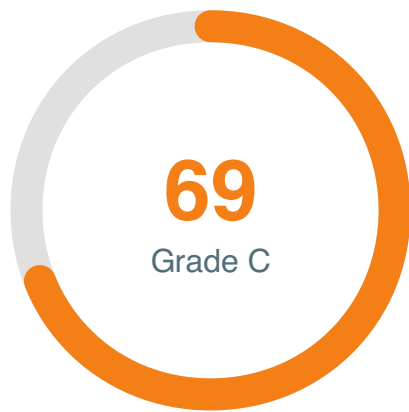
View-only revenue: **EUR 11,891.66**

How we calculated this

We pulled every campaign via the Meta Marketing API (v21.0) and examined the targeting configuration of each retargeting campaign. Campaigns labelled as retargeting that contain *no* custom audience (website visitors, purchasers, engagers, etc.) are flagged as false retargeting because Meta treats them as broad/prospecting delivery. Attribution was split using `action_attribution_windows` with 7-day click and 1-day view defaults.

How to verify this yourself

1. Open Ads Manager → Campaigns tab
2. Filter by campaigns containing "Retargeting" in the name
3. Click into each campaign → Ad Sets → Edit → Audience section
4. Check whether a Custom Audience is attached (website visitors, purchasers, etc.)
5. If no custom audience is present, the ad set is prospecting under a retargeting label



OVERALL SCORE

69/100

Grade C — Needs Improvement



Category Breakdown

Pixel / CAPI DATA	LIMITED		100 (A)	1/10 evaluated
Creative			75 (C)	12/15 evaluated
Structure			57 (D)	13/18 evaluated
Audience			67 (C)	4/8 evaluated
Funnel			75 (B)	4/4 evaluated

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.

Number of creatives per ad set

HIGH

VERIFIED

WHAT'S HAPPENING

Average 2.7 ads per active ad set. 6 ad set(s) have fewer than 3 ads — insufficient for optimization.

WHY IT MATTERS

Ad sets with fewer than 3 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 6 under-stocked ad sets, including at least one video and one carousel. **~2 hours**

Ad set audience overlap / cannibalization

HIGH

CALCULATED

WHAT'S HAPPENING

7/7 ad set pairs share similar targeting. Significant audience overlap — your ads are competing against each other. Consolidate similar ad sets.

WHY IT MATTERS

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

IF IT WERE US

Merge the 7 overlapping ad set pairs into consolidated ad sets, combining creative and budgets. Use Audience Overlap tool to verify. **~45 min**

Campaign objective alignment with sales goal

HIGH

VERIFIED

WHAT'S HAPPENING

3/6 active campaigns use non-sales objectives. Misaligned objectives waste budget on non-purchase actions.

WHY IT MATTERS

Campaigns optimized for link clicks instead of purchases train Meta's algorithm to find clickers, not buyers. This drives traffic that does not convert, wasting budget.

IF IT WERE US

Pause the 3 LINK_CLICKS campaigns and recreate them with the Sales/Conversions objective optimising for Purchase events. **~15 min**

Budget adequacy for learning phase exit

HIGH

CALCULATED

WHAT'S HAPPENING

6/6 ad sets have budget <2x CPA (EUR 54.47). 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

Consolidate the 6 under-budgeted ad sets into 2-3 well-funded ad sets with at least EUR 109/day each (2x CPA). **~30 min**

Social proof through organic post boosting

MEDIUM

CALCULATED

WHAT'S HAPPENING

Only 0/160 (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.

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**

Budget utilization rate

MEDIUM

CALCULATED

WHAT'S HAPPENING

Average budget utilization: 55%. 5 ad sets below 60%. Significant budget waste — audiences too narrow or bids too low.

WHY IT MATTERS

At 55% utilization, nearly half your allocated budget is not being spent. This signals audience exhaustion or bid constraints, leaving potential revenue on the table.

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**

False retargeting campaign detection

CRITICAL

CALCULATED

WHAT'S HAPPENING

7/11 non-ASC retargeting campaigns have NO custom audience. These are effectively prospecting campaigns disguised as retargeting: NM.IPProducts|Social|Retargeting|Abandone, EN-NM.IPProducts|Social|Retargeting|Web|i, NM.IPProducts|Social|Retargeting|Website_. 2 ASC campaigns excluded from this check.

WHY IT MATTERS

False retargeting inflates your retargeting ROAS while wasting prospecting budget in the wrong funnel stage. This makes performance data unreliable for budget allocation decisions.

IF IT WERE US

Add proper custom audiences (website visitors 180d, engaged shoppers 30d) to all 7 flagged campaigns, or consolidate them into existing prospecting campaigns. **~10 min**

Video aspect ratio coverage (9:16 for Reels)

HIGH

ESTIMATED

WHAT'S HAPPENING

Found 32 video creatives. Verify that 9:16 aspect ratio is available for Reels/Stories placements.

WHY IT MATTERS

Without 9:16 video formats, Reels and Stories placements show cropped or letterboxed content, reducing engagement and increasing cost per result.

IF IT WERE US

Create 9:16 vertical versions of top-performing video creatives for Reels/Stories. **~2 hours**

Click-through rate vs industry benchmark

HIGH

CALCULATED

WHAT'S HAPPENING

CTR is 0.78% — below 1.0% benchmark but above minimum. Test new angles and hooks to improve engagement.

WHY IT MATTERS

A CTR of 0.78% is below the 1.0% industry benchmark. Low CTR raises your effective CPM because Meta charges more when fewer people engage.

IF IT WERE US

Test new creative hooks: lead with the product benefit in the first 2 seconds, add text overlays with value propositions, and try UGC-style content. **~1 week**

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 create budget fragmentation. Each additional campaign splits learning data, making it harder for Meta to optimize delivery.

IF IT WERE US

Consolidate the 6 active campaigns into 3-4: one ASC, one CBO prospecting, one retargeting, and optionally one for testing. **~1 hour**

Attribution window standardization

HIGH

VERIFIED

WHAT'S HAPPENING

7/10 use recommended 7d/1d setting. Standardize attribution windows across all ad sets.

WHY IT MATTERS

Inconsistent attribution windows make performance comparison across ad sets unreliable. Some may count more conversions simply due to longer windows.

IF IT WERE US

Set all ad sets to 7-day click / 1-day view attribution in bulk editor. **~2 min**

Audience overlap between ad sets

HIGH

ESTIMATED

WHAT'S HAPPENING

13/45 pairs (29%) have similar targeting. Some overlap detected — may cause auction self-competition.

WHY IT MATTERS

29% audience overlap means roughly a third of your ad sets are competing against each other in the auction, pushing up your CPMs unnecessarily.

IF IT WERE US

Use the Meta Audience Overlap tool to identify the most overlapping pairs, then consolidate or differentiate their targeting. **~30 min**

Purchaser exclusion from prospecting

HIGH

VERIFIED

WHAT'S HAPPENING

Only 5/8 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 13 ASC campaigns (2 active). Verify that an existing customer budget cap is set (recommended $\leq 20\%$ for growth). Without a cap, ASC will default to spending on existing customers who would have purchased anyway.

WHY IT MATTERS

Without an existing customer cap, ASC campaigns will preferentially target existing customers (easier conversions), spending up to 50% of budget on people who would buy regardless.

IF IT WERE US

Set existing customer budget cap to 20% or less on all active ASC campaigns. **~2 min**

Value proposition in ad text

MEDIUM

ESTIMATED

WHAT'S HAPPENING

Only 21/160 (13%) creatives have text. Add value propositions to more creatives.

WHY IT MATTERS

Only 13% of creatives contain text overlays. Ads with clear value propositions in the first frame see 15-25% higher engagement rates.

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

3/10 ad sets use manual placements. Consider enabling Advantage+ unless specific placement exclusions are 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 3 manual-placement ad sets to Advantage+ Placements unless there is a specific exclusion reason. **~5 min**

These 4 actions can be completed in under **24 minutes** total and will immediately improve data quality and budget efficiency.

ACTION	TIME	EXPECTED IMPACT
Set attribution windows to 7d click / 1d view across all ad sets	2 min	Consistent measurement across all ad sets; reliable performance comparison
Add purchaser exclusion to remaining prospecting ad sets	10 min	Stop spending 10-15% of prospecting budget on existing customers
Add custom audiences to false retargeting campaigns	10 min	Correct funnel classification; accurate ROAS reporting by stage
Set existing customer budget cap on ASC campaigns	2 min	Prevent ASC from over-indexing on easy conversions with existing buyers

Total estimated time: **24 minutes**

A phased plan to move from **Grade C (69)** to **Grade B+ (85+)** in four weeks.

WEEK 1 Fix Foundation

69 → ~73

Set attribution windows to 7d/1d across all ad sets. Add purchaser exclusions to prospecting campaigns. Add custom audiences to 7 false retargeting campaigns. Set existing customer cap on ASC campaigns.

WEEK 2 Consolidate

73 → ~78

Merge 7 overlapping ad set pairs to eliminate auction self-competition. Pause or recreate 3 LINK_CLICKS campaigns with Sales objective. Consolidate under-budgeted ad sets to exceed 2x CPA threshold.

WEEK 3 Strengthen Creatives

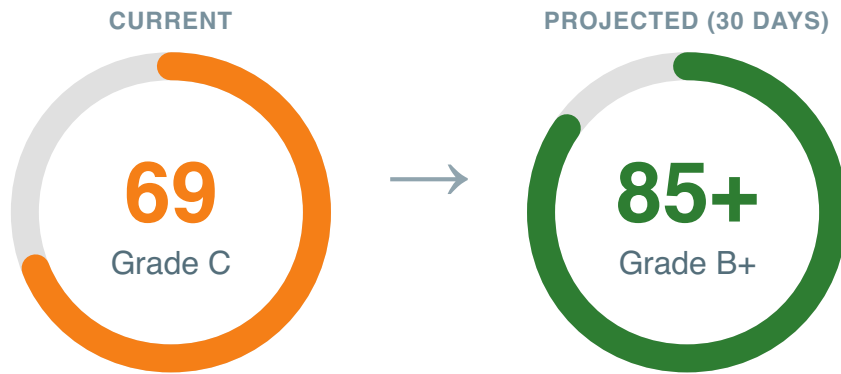
78 → ~82

Add 2-3 creatives to under-stocked ad sets. Boost top organic posts for social proof. Create 9:16 video variants for Reels/Stories. Add text overlays with value propositions to more creatives.

WEEK 4 Monitor & Optimise

82 → 85+

Monitor frequency and audience fatigue weekly. Launch A/B tests via Meta Experiments. Review demographic breakdowns for budget reallocation. Set up automated rules for spend pacing alerts.



Ready to fix these issues?

Our team can implement every recommendation in this report within 30 days, with weekly progress reports and full transparency.

[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	34/55 (21 require manual verification)