Next Momentum

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Meta Ads Health Check

63-Point Performance Assessment

December 2, 2025 — March 2, 2026

EUR 26,726.53
TOTAL SPEND ANALYSED

Up to 63
POINTS ASSESSED

> ⚠️ **6/6 ad sets have budget <2x CPA (EUR 28.99). Budgets too low for meaningful optimization. Consolidate or increase.**

> 📈 **ROAS is marginal at 1.70x — above breakeven but fragile, improving year-over-year.**
> Q4 2024 vs Q4 2025: Spend –18.8%, ROAS +3.2%, CPA –11.8%. Q1 2025 vs Q1 2026: Spend –49.0%, ROAS +9.7%, CPA –10.8%. These findings will accelerate that progress.

Attribution Health

22.0% of purchases are post-view, inflating reported ROAS from a click-only **1.25x** to a reported **1.70x**.

REPORTED ROAS		CLICK-ONLY ROAS
1.70x	→	**1.25x**

View-only revenue: **EUR 11,891.66** — Revenue above ad spend: **EUR 18,574.74**

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

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 1.70x, the account spent **EUR 26,726.53** and generated **EUR 45,301.27** in revenue — revenue above ad spend: **EUR 18,574.74**.

(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

69
Grade C
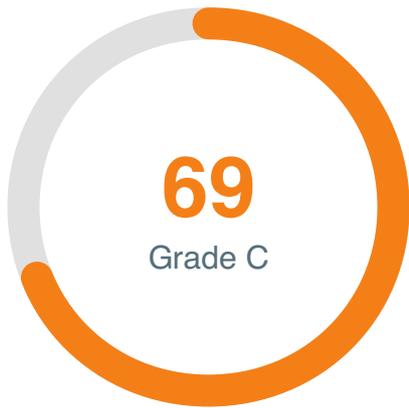
OVERALL SCORE

69/100

Grade C — Needs Improvement

21 Pass   **12 Warning**   **6 Fail**   **24 N/A**

📅 **Seasonal Context**

Your CPA is stable between Q4 and Q1 (€30 → €30), consistent with last year's pattern.

YEAR-OVER-YEAR TRENDS

Q4 2024 vs Q4 2025

| Spend −18.8% | ROAS +3.2% |

| CPA −11.8% |

Q1 2025 vs Q1 2026

| Spend −49.0% | ROAS +9.7% |

| CPA −10.8% |

Category Breakdown

Pixel / CAPI LIMITED DATA		**N/A**	2/10 evaluated
Creative		**65** (C)	11/16 evaluated
Structure		**61** (C)	15/21 evaluated
Audience		**67** (C)	4/8 evaluated
Funnel		**87** (B)	7/8 evaluated

Retention vs Acquisition

28.4%   **71.6%**

EXISTING CUSTOMERS   NEW CUSTOMERS

STAGE	PURCHASES	SHARE
prospecting	660	71.6%
retargeting	119	12.9%
retention	143	15.5%

Total purchases: 922

CPA Trend

EARLY CPA   LATE CPA

EUR 28.49 ↑ **EUR 29.50**

+3.5% — stable

Prospecting Economics

PROSPECTING ROAS   NCAC PROXY

1.63x   **EUR 29.60**

BLENDED CPA   PROSP. SPEND SHARE

EUR 28.99   **73.1%**

Prospecting spend: EUR 19,533.77 • Purchases: 660

Revenue Quality

REPORTED ROAS   CLICK-ONLY ROAS

1.70x   **1.25x**

Post-view share: **22.0%**

REPORTED ABOVE SPEND	CLICK-ONLY ABOVE SPEND
EUR 18,574.74	**EUR 6,683.08**

Revenue: EUR 45,301.27 (reported) / EUR 33,409.61 (click) • Spend: EUR 26,726.53

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 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**

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

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

3/6 active campaigns use non-sales objectives, accounting for 0% of total spend (EUR 0): Publication Instagram : 💋 CONCOURS EXCLU (LINK_CLICKS, EUR 0, 0% of spend); Instagram Post (LINK_CLICKS, EUR 0, 0% of spend); Publication Instagram : CONCOURS EXCLUSI (LINK_CLICKS, 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

6/6 ad sets have budget <2x CPA (EUR 28.99). 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

WHAT'S HAPPENING

Only 0/114 (0%) creatives use organic posts. Boosting organic content adds social proof (likes, comments, shares). (This count includes all 114 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 0/114 (0%) creatives have text/USP. Creatives lack context — add text overlays with value propositions. (This count includes all 114 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**

Ad creative format diversity

`CRITICAL` `VERIFIED`

WHAT'S HAPPENING

Only 2 formats (image, video). Add a third format for better reach.

WHY IT MATTERS

Only 2 formats (image, video) limits format coverage. Adding carousel and additional video formats unlocks Stories, Reels, and in-stream placements for broader reach.

IF IT WERE US

Create at least 3 format types: static image, video (15-30s), and carousel. Ensure each campaign has format diversity for optimal delivery. **~2 hours**

iOS attribution window configuration

`HIGH` `VERIFIED`

WHAT'S HAPPENING

10/15 use 7d/1d, 1 use 1d click only, 4 have other settings.

WHY IT MATTERS

Inconsistent attribution windows across ad sets make it impossible to compare campaign performance fairly. Standardize to 7-day click / 1-day view.

IF IT WERE US

Standardize all ad sets to use the recommended 7-day click / 1-day view attribution window. **~2 min**

Video aspect ratio coverage (9:16 for Reels)

`HIGH` `ESTIMATED`

WHAT'S HAPPENING

Found 7 video creatives. Verify that 9:16 aspect ratio is available for Reels/Stories placements.

WHY IT MATTERS

You have 7 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**

Attribution window standardization

`HIGH` `VERIFIED`

WHAT'S HAPPENING

10/15 use recommended 7d/1d setting. Standardize attribution windows across all ad sets.

WHY IT MATTERS

Non-standard attribution windows distort performance comparison. Standardize across all ad sets for accurate measurement.

IF IT WERE US

Update non-standard ad sets to use 7-day click / 1-day view attribution. **~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

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**

Purchaser exclusion from prospecting

`HIGH` `VERIFIED`

WHAT'S HAPPENING

Only 8/12 prospecting ad sets (67%) 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 3 ASC campaigns (2 active) but no existing customer budget cap detected. Without a cap, ASC defaults to spending on existing customers who would have purchased anyway. Set cap <=20% for growth.

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

28% 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**

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 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: 63%. Some budget going unspent — review targeting breadth.

WHY IT MATTERS

At 63% utilization, some budget is going unspent. Review bid caps and audience sizes on underperforming ad sets.

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**

All 10 campaigns from the analysis period (6 active, 4 paused). Green ROAS indicates profitable (≥2.0x), orange indicates marginal (1.0-2.0x).

CAMPAIGN	SPEND	IMPRESSIONS	PURCHASES	ROAS	CPA	CPM
NM.IProductsITraficILanding-Page-View	EUR 491.40	217,983	0	0.00x	—	EUR 2.25
NM.IProductsISocialIASCIFRICo-pub	EUR 4,199.69	302,422	165	1.83x	EUR 25.45	EUR 13.89
NM.IProductsISocialIRetargetingI WV+SMEIFRIConversions_Achat	EUR 4,107.01	309,070	119	1.52x	EUR 34.51	EUR 13.29
NM.IProductsISocialIFidelisationI Repeat_PurchasesIFR/LU/BEI Conversions_Website_Purchase(ne…	EUR 3,085.75	197,987	143	2.33x	EUR 21.58	EUR 15.59
NM.IProductsISocialIASCIFRIScaling	EUR 12,721.10	1,058,242	443	1.67x	EUR 28.72	EUR 12.02
Publication Instagram : Nouveau 💄 Sérum Lèvres...	EUR 40.02	11,902	0	0.00x	—	EUR 3.36
Publication Instagram : CONCOURS EXCLUSIF 💋 : 5...	EUR 139.67	13,119	0	0.00x	—	EUR 10.65
Instagram Post	EUR 39.81	4,059	0	0.00x	—	EUR 9.81
Publication Instagram : 💋 CONCOURS EXCLUSIF : LES...	EUR 79.98	14,842	0	0.00x	—	EUR 5.39
NM.IProductsISocialIASCIFRITesting	EUR 1,822.10	173,472	52	1.63x	EUR 35.04	EUR 10.50

ACTIVE ADS	AVG CTR	FATIGUED ADS
24	**1.87%**	**0**

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.

These 3 actions can be completed in under **27 minutes** total and will immediately improve data quality and budget efficiency.

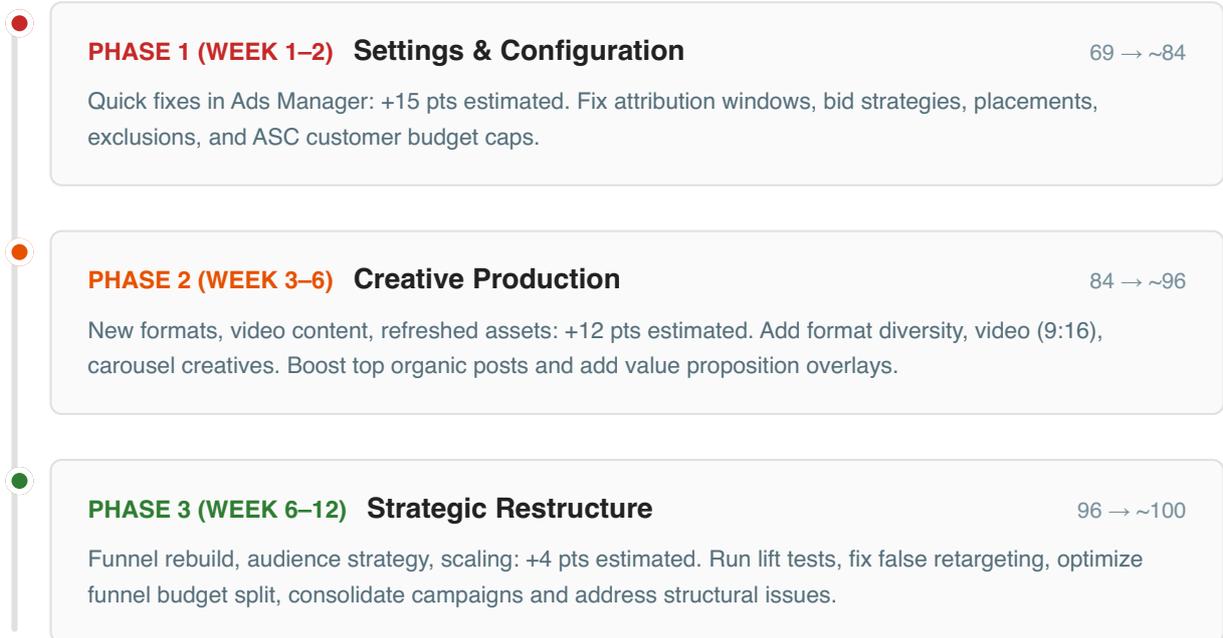| ACTION / DETAIL	TIME
Attribution window standardisation Standardise all ad sets to 7-day click / 1-day view attribution.	**2 min**
Format diversity Only 2 formats (image, video). Add a third format for better reach.	**15 min + ~2–4 hrs creative production**
Exclusion audiences Only 8/12 prospecting ad sets (67%) have exclusions. Some prospecting budget may be spent on existing customers.	**10 min**

Total estimated time: **27 minutes**

Note: Production of actual creative assets is not included in the time estimate above.

Verify First (requires manual check in Ads Manager)

VERIFY FIRST — ASC+ existing customer budget cap Found 3 ASC campaigns (2 active) but no existing customer budget cap detected. Without a cap, ASC defaults to spending on existing customers who would have purchased anyway. Set cap <=20% for growth. (cannot confirm via API — check in Ads Manager)	**2 min**

A phased plan to move from **69/100** to **~100/100** in three phases, prioritizing quick wins first.

PHASE 1 (WEEK 1–2)   Settings & Configuration   69 → ~84

Quick fixes in Ads Manager: +15 pts estimated. Fix attribution windows, bid strategies, placements, exclusions, and ASC customer budget caps.

PHASE 2 (WEEK 3–6)   Creative Production   84 → ~96

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   96 → ~100

Funnel rebuild, audience strategy, scaling: +4 pts estimated. Run lift tests, fix false retargeting, optimize funnel budget split, consolidate campaigns and address structural issues.

CURRENT

PROJECTED (30 DAYS)

69
Grade C

→

80+
Grade C+

Ready to protect & improve your ROAS?

Your account is profitable at 1.70x ROAS but fragile — click-only ROAS is 1.25x. 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	39/63 (24 require manual verification or data)
Scoring Model	v4.2