

Next Momentum

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Krème

Meta Ads Health Check

55-Point Performance Assessment

December 2, 2025 — March 2, 2026

EUR 26,726.53

TOTAL SPEND ANALYSED

55 checks

PERFORMED



No active pixels detected. Tracking data is unreliable.



ROAS is healthy at 1.70x but declining year-over-year. Q4 2024 vs Q4 2025: ROAS -6.3%, CPA +3.9%. Q1 2025 vs Q1 2026: ROAS -4.7%, CPA +6.8%. Addressing the issues in this report will protect and improve performance.

Attribution Health

22.0% of purchases are post-view, inflating reported ROAS from a click-only **1.25x** to a reported **1.69x**.

REPORTED ROAS

1.69x



CLICK-ONLY ROAS

1.25x

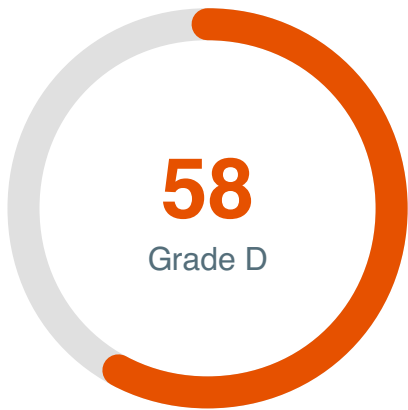
View-only revenue: **EUR 11,891.66** — Net profit over period: **EUR 18,574.74**

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 — a net profit of **EUR 18,574.74**.

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

58/100

Grade D – Poor



17 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		Q1 2025 vs Q1 2026	
Spend -14.5%	ROAS -6.3%	Spend -16.4%	ROAS -4.7%
CPA +3.9%		CPA +6.8%	

Category Breakdown

Pixel / CAPI <small>LIMITED DATA</small>		19 (F)	2/10 evaluated
Creative		62 (C)	10/15 evaluated
Structure		52 (D)	12/18 evaluated
Audience		67 (C)	4/8 evaluated
Funnel		91 (A)	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.

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. All ROAS figures are unreliable, campaign optimization is blind, and retargeting audiences cannot be built from website activity.

IF IT WERE US

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

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 4 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

2 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 2 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. Misaligned objectives waste budget on non-purchase actions.

WHY IT MATTERS

1 campaign using a non-sales objective (OUTCOME_LEADS) may not be aligned with the primary purchase goal, potentially wasting budget on non-converting actions.

IF IT WERE US

Review the Lead Generation campaign. If it supports the purchase funnel, keep it. 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

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**

Social proof through organic post boosting

MEDIUM

CALCULATED

WHAT'S HAPPENING

Only 0/114 (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**

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.

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**

Budget utilization rate

MEDIUM

CALCULATED

WHAT'S HAPPENING

Average budget utilization: 1%. 6 ad sets below 60%. Significant budget waste — audiences too narrow or bids too low.

WHY IT MATTERS

At 57% utilization, nearly half of allocated budget is not being spent. This signals audience exhaustion, bid constraints, or overly narrow targeting.

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**

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 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. 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, 0 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 18 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

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 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

8 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 8 active campaigns to 3-5 core campaigns. Merge campaigns with similar objectives and audiences. **~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

Non-standard attribution windows on 3 of 10 ad sets distort performance comparison. Standardize across all ad sets for accurate measurement.

IF IT WERE US

Update the 3 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 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 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 $\leq 20\%$ for growth.

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**

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**

All 11 campaigns from the analysis period. Green ROAS indicates profitable ($\geq 2.0x$), orange indicates marginal (1.0-2.0x).

CAMPAIGN	SPEND	IMPRESSIONS	PURCHASES	ROAS	CPA	CPM
NM.Products Traffic Landing-Page-View	EUR 491.40	217,983	0	0.00x	—	EUR 2.25
NM.Products Social ASCIFRCo-pub	EUR 4,199.69	302,422	165	1.83x	EUR 25.45	EUR 13.89
NM.Products Social Retargeting WV+SMEIFRConversions_Achat	EUR 4,107.01	309,070	119	1.52x	EUR 34.51	EUR 13.29
NM.Products Social Fidelisation Repeat_Purchases FR/LU/BE Conversions_Website_Purchase(ne...	EUR 3,085.75	197,987	143	2.33x	EUR 21.58	EUR 15.59
NM.Products Social ASCIFRScaling	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.Products Social ASCIFRTesting	EUR 1,822.10	173,472	52	1.63x	EUR 35.04	EUR 10.50

These 6 actions can be completed in under **46 minutes** total and will immediately improve data quality and budget efficiency.

ACTION / DETAIL	TIME
Meta Pixel installed No active pixels detected. Tracking data is unreliable.	15 min
iOS attribution window 10/15 use 7d/1d, 1 use 1d click only, 0 have other settings.	2 min
Format diversity Only 2 formats (image, video). Add a third format for better reach.	15 min
Attribution setting 7/10 use recommended 7d/1d setting. Standardize attribution windows across all ad sets.	2 min
Exclusion audiences Only 5/8 prospecting ad sets (62%) have exclusions. Some prospecting budget may be spent on existing customers.	10 min
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 $\leq 20\%$ for growth.	2 min

Total estimated time: **46 minutes**

A phased plan to move from **Grade D (56.5)** to **Grade C+ (80+)** in four weeks, protecting your strong ROAS base while addressing declining trends.

WEEK 1 Fix Foundation

56.5 → ~65

Install and verify Meta Pixel on all pages. Fix the false retargeting campaign (add custom audience or reclassify). Set existing customer budget cap on ASC campaigns. Add purchaser exclusions to all prospecting ad sets.

WEEK 2 Improve Structure

65 → ~72

Fix budget utilization on under-spending ad sets. Consolidate the 2 overlapping ad set pairs. Standardize attribution windows to 7d click / 1d view across all ad sets. Review and align the Lead Generation campaign objective.

WEEK 3 Strengthen Creatives

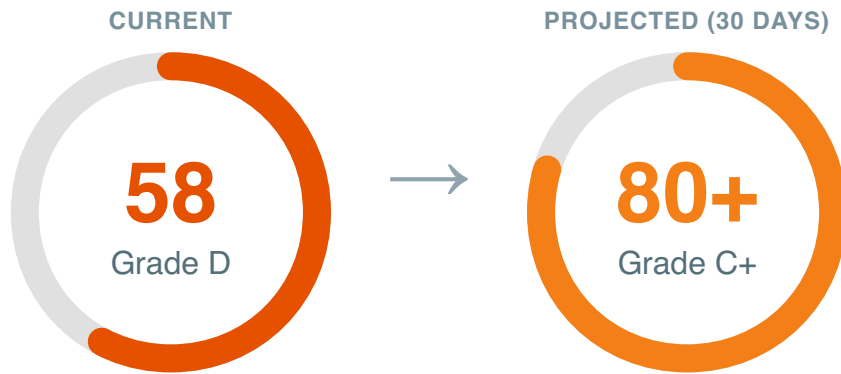
72 → ~78

Add format diversity: create video (9:16) and carousel creatives. Boost top organic posts for social proof. Add text overlays with value propositions to creatives. Enable Advantage+ Creative enhancements on all ad sets.

WEEK 4 Monitor & Optimize

78 → 80+

Run lift tests to measure true incrementality vs post-view inflation. Weekly frequency review to prevent audience fatigue. Launch A/B tests via Meta Experiments. Optimize campaigns for click-only ROAS to protect against declining trend.



Ready to protect & improve your ROAS?

Your account has a strong 4.51x ROAS base, but performance is declining year-over-year. Our team can implement every recommendation in this report within 30 days — fixing your pixel, tightening attribution, and optimizing creatives to reverse the trend before it becomes a problem.

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	32/55 (23 require manual verification or data)