

Next Momentum

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Krème

Meta Ads Health Check

55-Point Performance Assessment

December 2, 2025 — March 2, 2026

EUR 89,012.78

TOTAL SPEND ANALYSED

55 checks

PERFORMED



No active pixels detected. Tracking data is unreliable.



ROAS is healthy at 4.51x 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

38.4% of purchases are post-view, inflating reported ROAS from a click-only **2.74x** to a reported **4.51x**.



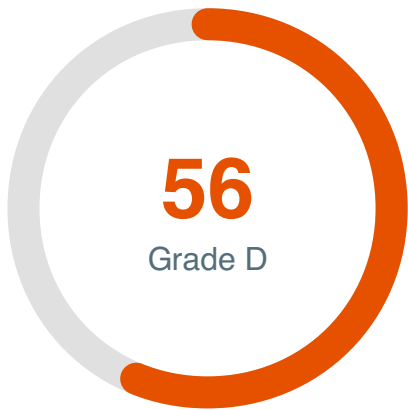
View-only revenue: **EUR 156,910.34** — Net profit over period: **EUR 312,188.63**

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 4.51x, the account spent **EUR 89,012.78** and generated **EUR 401,201.41** in revenue — a net profit of **EUR 312,188.63**.

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

56/100

Grade D – Poor



17 Seasonal Context
 Your Q1 CPA is 16% higher than Q4 (€14 vs €12) – this is consistent with last year's seasonal pattern (+13% Q4→Q1 2025).

YEAR-OVER-YEAR TRENDS

Q4 2024 vs Q4 2025	Q1 2025 vs Q1 2026
Spend -14.5%	Spend -16.4%
ROAS -6.3%	ROAS -4.7%
CPA +3.9%	CPA +6.8%

Category Breakdown

Pixel / CAPI LIMITED DATA		19 (F)	2/10 evaluated
Creative		53 (D)	10/15 evaluated
Structure		70 (C)	12/18 evaluated
Audience		67 (C)	4/8 evaluated
Funnel		59 (D)	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 Kreme 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. Ensure each campaign has format diversity for optimal delivery. **~2 hours**

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 outperform static images in these placements. **~2 hours**

Ad set audience overlap / cannibalization

HIGH

CALCULATED

WHAT'S HAPPENING

2/2 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**

Purchaser exclusion from prospecting

HIGH

VERIFIED

WHAT'S HAPPENING

Only 0/5 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.

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 0/109 (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 0/109 (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: 57%. 2 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**

Post-view attribution inflation risk

CRITICAL

CALCULATED

WHAT'S HAPPENING

38.4% of conversions are post-view. Significant portion may not be incremental. Reported ROAS: 4.51x, Click-only ROAS: 2.74x. The real ROAS is likely closer to the click-only figure.

WHY IT MATTERS

38.4% post-view conversions means a significant portion of attributed revenue may not be incremental. The click-only ROAS of 2.74x is a more conservative and realistic measure of true ad-driven revenue.

IF IT WERE US

Shift attribution windows to 7-day click only for cleaner measurement. Consider running lift tests to measure true incrementality. **~15 min**

False retargeting campaign detection

CRITICAL

CALCULATED

WHAT'S HAPPENING

1/2 non-ASC retargeting campaigns have NO custom audience. These are effectively prospecting campaigns disguised as retargeting: NM.IPProducts|Social|Retargeting|Conversi.

WHY IT MATTERS

1 retargeting campaign has no custom audience, meaning it is actually prospecting in disguise. This inflates retargeting ROAS and distorts funnel performance measurement.

IF IT WERE US

Add a website visitors custom audience to the false retargeting campaign, or reclassify it as prospecting with appropriate exclusions. ~10 min

iOS attribution window configuration

HIGH

VERIFIED

WHAT'S HAPPENING

14/18 use 7d/1d, 2 use 1d click only, 2 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

Number of creatives per ad set

HIGH

VERIFIED

WHAT'S HAPPENING

Average 6.6 ads per active ad set. 4 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 4 under-stocked ad sets, including at least one video and one carousel. ~2 hours

Number of active campaigns (consolidation)

HIGH

VERIFIED

WHAT'S HAPPENING

8 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

Campaign objective alignment with sales goal

HIGH

VERIFIED

WHAT'S HAPPENING

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

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

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**

ASC existing customer budget cap

HIGH

ESTIMATED

WHAT'S HAPPENING

Found 6 ASC campaigns (3 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**

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**

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 Social ASC+ Conversions_Website_Purchase ASC+	EUR 28,587.61	5,474,103	2185	4.70x	EUR 13.08	EUR 5.22
NM.Lead Lead_Generation NEW	EUR 1,041.90	266,502	44	2.87x	EUR 23.68	EUR 3.91
NM.Products Social Prospecting Conversions_Website_Purchases	EUR 17,128.38	2,658,431	997	3.71x	EUR 17.18	EUR 6.44
NM.Products Social Retargeting Website_Visitors Conversions_Website_Purchases	EUR 6,238.44	1,244,820	452	4.78x	EUR 13.80	EUR 5.01
NM.Products Social Repeat_Purchasers Conversions_Website_Purchases 7DayClick	EUR 4,355.13	652,006	329	4.66x	EUR 13.24	EUR 6.68
NM.Products Social Retargeting Conversions_Website_Purchase_Ca...	EUR 6,437.71	840,404	466	4.84x	EUR 13.81	EUR 7.66
NM.Products Social ASC+ Conversions_Website_Purchase ASC+_Catalog	EUR 20,490.86	4,232,679	1518	4.74x	EUR 13.50	EUR 4.84
NM.Products Social ASC+ Conversions_Website_Purchase ASC+ CreativeTesting	EUR 1,402.52	242,497	139	6.69x	EUR 10.09	EUR 5.78
NM.Products Social ASC+ Conversions_Website_Purchase ASC+ 7DayClick	EUR 859.81	115,688	34	2.45x	EUR 25.29	EUR 7.43
NM.Products Social ASC+ Conversions_Website_Purchase ASC+_Catalog Channable	EUR 2,248.96	263,555	145	4.11x	EUR 15.51	EUR 8.53
NM.Products Social ASC+ Conversions_Website_Purchase ASC+ Belgique	EUR 221.46	27,656	15	5.13x	EUR 14.76	EUR 8.01

These 7 actions can be completed in under **56 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 14/18 use 7d/1d, 2 use 1d click only, 2 have other settings.	2 min
Format diversity Only 1 format (unknown). Meta recommends at least 3 formats.	15 min
Attribution setting 7/10 use recommended 7d/1d setting. Standardize attribution windows across all ad sets.	2 min
Exclusion audiences Only 0/5 prospecting ad sets (0%) exclude audiences. Prospecting budget is likely reaching existing customers — exclude purchasers and website visitors from prospecting campaigns.	10 min
False retargeting detection 1/2 non-ASC retargeting campaigns have NO custom audience. These are effectively prospecting campaigns disguised as retargeting: NM.IProducts Social Retargeting Conversi.	10 min
ASC+ existing customer budget cap Found 6 ASC campaigns (3 active). Verify that an existing customer budget cap is set (recommended <=20% for growth). Without a cap, ASC will default to spending on existing customers who would have purchased anyway.	2 min

Total estimated time: **56 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

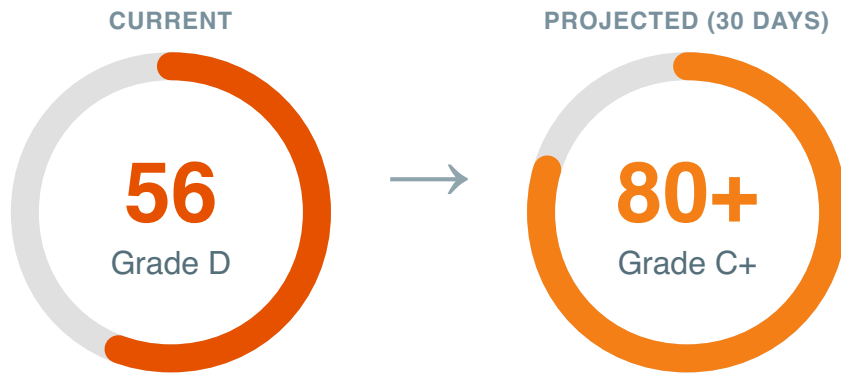
72 → ~78

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_519937715561967
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)