

# Next Momentum

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## Krème

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## Meta Ads Health Check

63-Point Performance Assessment

December 2, 2025 — March 2, 2026

**EUR 89,012.78**

TOTAL SPEND ANALYSED

**Up to 63**

POINTS ASSESSED



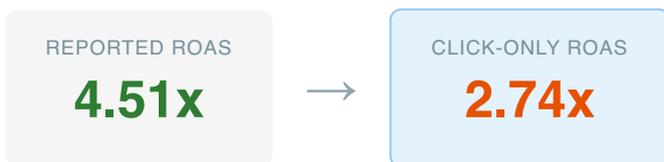
**38.4% of your reported purchases come from users who saw your ad but never clicked. Your reported ROAS of 4.5x may actually be closer to 2.7x on a click-only basis.**



**ROAS is strong at 4.51x, declining year-over-year.** Q4 2024 vs Q4 2025: Spend -14.5%, ROAS -6.3%, CPA +3.9%. Q1 2025 vs Q1 2026: Spend -16.4%, 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** — Revenue above ad spend: **EUR 312,188.63**

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

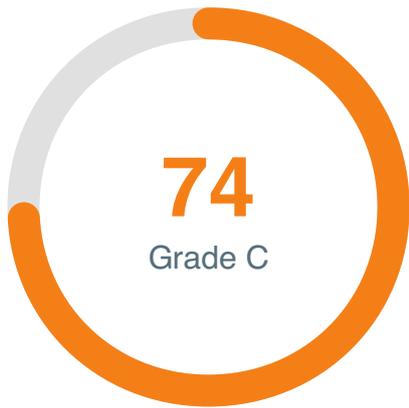
#### How we calculated this

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 4.51x, the account spent **EUR 89,012.78** and generated **EUR 401,201.41** in revenue — revenue above ad spend: **EUR 312,188.63**.

*(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

74/100

Grade C – Needs Improvement



**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).

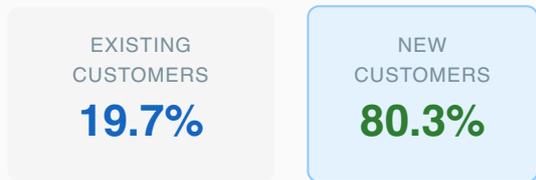
**YEAR-OVER-YEAR TRENDS**

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

**Category Breakdown**

Pixel / CAPI <small>LIMITED DATA</small>		N/A	2/10 evaluated
Creative		70 (C)	11/16 evaluated
Structure		76 (B)	15/21 evaluated
Audience		83 (B)	4/8 evaluated
Funnel		72 (C)	7/8 evaluated

### RETENTION VS ACQUISITION



STAGE	PURCHASES	SHARE
prospecting	5077	80.3%
retargeting	918	14.5%
retention	329	5.2%

Total purchases: 6324

### PROSPECTING ECONOMICS



PROSPECTING SPEND  
**EUR 71,981.50 (80.9%)**

Prospecting purchases: 5077

### REVENUE QUALITY



Revenue (reported): EUR 401,201.41 — EUR 312,188.63 above spend  
 Revenue (click-only): EUR 244,291.07 — EUR 155,278.29 above spend

### CPA TREND



## CAMPAIGN TYPES

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**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

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**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

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**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

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**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

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**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.

### 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

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**

### 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). (This count includes all 109 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 0/109 (0%) creatives have text/USP. Creatives lack context — add text overlays with value propositions. (This count includes all 109 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**

**Post-view attribution inflation risk**

CRITICAL

CALCULATED

**WHAT'S HAPPENING**

38.4% of conversions are post-view. At €63 AOV, this suggests over-attribution. Use click-only ROAS (2.74x) for decisions. Reported ROAS: 4.51x. 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**

With 38.4% post-view, we recommend testing click-only reporting to validate your actual incrementality.

**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.

**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**

1/2 retargeting campaign(s) have no custom audience: **NM.IPProducts|Social|Retargeting|Conversi**. These are actually prospecting in disguise, inflating retargeting ROAS and distorting funnel measurement.

**IF IT WERE US**

Add a website visitors custom audience to **NM.IPProducts|Social|Retargeting|Conversi**, or reclassify 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 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 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 47 video creatives. Verify that 9:16 aspect ratio is available for Reels/Stories placements.

#### WHY IT MATTERS

You have 47 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

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

1/8 active campaigns use non-sales objectives, accounting for 0% of total spend (EUR 0): NM.ILeadI  
Lead\_GenerationINew (OUTCOME\_LEADS, EUR 0, 0% of spend). Ensure these support the purchase funnel.

#### 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**

### Attribution window standardization

HIGH

VERIFIED

#### WHAT'S HAPPENING

14/18 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**

### Purchaser exclusion from prospecting

HIGH

VERIFIED

#### WHAT'S HAPPENING

Only 6/12 prospecting ad sets (50%) 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 6 ASC campaigns (3 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 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**

### 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**

### Budget utilization rate

MEDIUM

CALCULATED

#### WHAT'S HAPPENING

Average budget utilization: 78%. Some budget going unspent — review targeting breadth.

#### WHY IT MATTERS

At 78% 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 11 campaigns from the analysis period (8 active, 3 paused). 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

AVERAGE CTR

**2.2%**

ACTIVE ADS

**66**

FATIGUED ADS

**0**

**No creative fatigue detected — all active ads are performing within acceptable CTR ranges.**

These 4 actions can be completed in under **37 minutes** total and will immediately improve data quality and budget efficiency.

ACTION / DETAIL	TIME
<p><b>Attribution window standardisation</b> Standardise all ad sets to 7-day click / 1-day view attribution.</p>	<b>2 min</b>
<p><b>Format diversity</b> Only 2 formats (image, video). Add a third format for better reach.</p>	<b>15 min + ~2–4 hrs creative production</b>
<p><b>Exclusion audiences</b> Only 6/12 prospecting ad sets (50%) have exclusions. Some prospecting budget may be spent on existing customers.</p>	<b>10 min</b>
<p><b>False retargeting detection</b> 1/2 non-ASC retargeting campaigns have NO custom audience. These are effectively prospecting campaigns disguised as retargeting: NM.I Products Social Retargeting Conversi.</p>	<b>10 min</b>

**Total estimated time: 37 minutes**

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

**Verify First (requires manual check in Ads Manager)**

<p><b>VERIFY FIRST — ASC+ existing customer budget cap</b> Found 6 ASC campaigns (3 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 &lt;=20% for growth. (cannot confirm via API — check in Ads Manager)</p>	<b>2 min</b>
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A phased plan to move from **74/100** to **~100/100** in three phases, prioritizing quick wins first.



**PHASE 1 (WEEK 1–2) Settings & Configuration** 74 → ~87

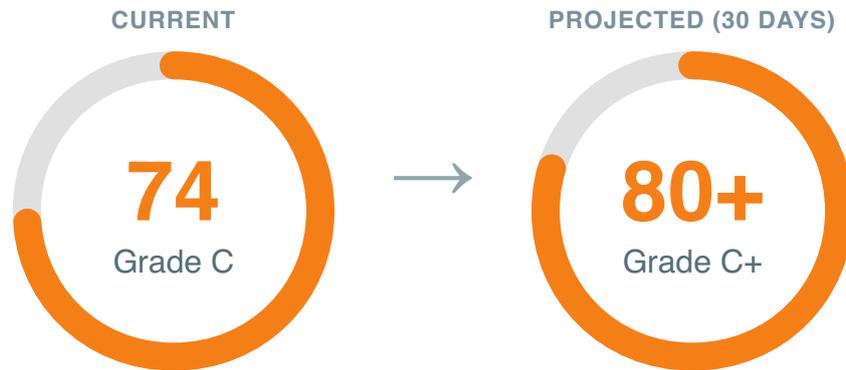
Quick fixes in Ads Manager: +13 pts estimated. Fix attribution windows, bid strategies, placements, exclusions, and ASC customer budget caps.

**PHASE 2 (WEEK 3–6) Creative Production** 87 → ~100

New formats, video content, refreshed assets: +13 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** 100 → ~100

Funnel rebuild, audience strategy, scaling: +0 pts estimated. Run lift tests, fix false retargeting, optimize funnel budget split, consolidate campaigns and address structural issues.



## 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 — tightening attribution, optimizing creatives, and fixing structural issues to protect and improve your margins.

[BOOK A STRATEGY CALL](#)

Next Momentum — [hello@nextmomentum.io](mailto:hello@nextmomentum.io)

### DATA PROVENANCE

<b>Account ID</b>	act_519937715561967
<b>Date Range</b>	2025-12-02 to 2026-03-02
<b>API Version</b>	v21.0
<b>Attribution</b>	7-day click, 1-day view (default)
<b>Currency</b>	EUR
<b>Checks Run</b>	39/63 (24 require manual verification or data)
<b>Scoring Model</b>	v4.2