

Next Momentum

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Eclo

Meta Ads Health Check

64-Point Performance Assessment

December 2, 2025 — March 2, 2026

EUR 78,604.40

TOTAL SPEND ANALYSED

Up to 64

POINTS ASSESSED



36.8% of your reported purchases come from users who saw your ad but never clicked. Your reported ROAS of 4.4x may actually be closer to 2.8x on a click-only basis.



ROAS is strong at 4.37x, with limited year-over-year data available. These findings will help consolidate gains.

Attribution Health

36.8% of purchases are post-view, inflating reported ROAS from a click-only **2.77x** to a reported **4.37x**.



View-only revenue: **EUR 126,155.85** — Revenue above ad spend: **EUR 265,235.79**
(Revenue minus ad spend only — excludes COGS, shipping, returns, fees)

Revenue Range (reported vs click-only)

- Upper: **EUR 265,235.79** above ad spend (reported — includes 36.8% post-view)
- Lower: **EUR 139,079.94** above ad spend (click-only — conservative)

True incremental contribution is between these figures.

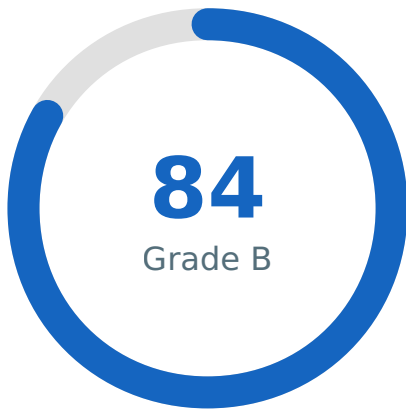
How we calculated this

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 4.37x, the account spent **EUR 78,604.40** and generated **EUR 343,840.19** in revenue — revenue above ad spend: **EUR 265,235.79**.

(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

84/100

Grade B – Good

25 Pass

4 Warning

3 Fail

27 N/A

Seasonal Context

ROAS of 4.37x with 2.77x on click-only basis. Review the trend charts below for seasonal vs structural context.

Category Breakdown

Pixel / CAPI <small>DATA LIMITED DATA</small>		N/A	2/10 evaluated
Creative <small>LIMITED DATA</small>		N/A	4/16 evaluated
Structure		89 (B)	16/22 evaluated
Audience <small>DATA LIMITED DATA</small>		70 (C)	3/8 evaluated
Funnel		70 (C)	7/8 evaluated

Retention vs Acquisition

49.7% EXISTING CUSTOMERS **50.3%** NEW CUSTOMERS

STAGE	PURCHASES	SHARE
retargeting	744	49.7%
prospecting	752	50.3%

Total purchases: 1496

Prospecting Economics

PROSPECTING ROAS: **3.91x** NCAC PROXY: **EUR 61.64**

BLENDED CPA: **EUR 52.54** PROSP. SPEND SHARE: **59.0%**

Prospecting spend: EUR 46,352.88 • Purchases: 752

CPA Trend

EARLY CPA: **EUR 50.08** LATE CPA: **EUR 54.10**

+8.0% — stable

Revenue Quality

REPORTED ROAS: **4.37x** CLICK-ONLY ROAS: **2.77x**

Post-view share: **36.8%**

REPORTED ABOVE SPEND: EUR 265,235.79 **CLICK-ONLY ABOVE SPEND: EUR 139,079.94**

Revenue: EUR 343,840.19 (reported) / EUR 217,684.34 (click) • Spend: EUR 78,604.40

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.

Creative freshness (days since newest ad)

HIGH

VERIFIED

WHAT'S HAPPENING

No new creative in 373 days. Creative refresh urgently needed — Meta recommends every 2-4 weeks to combat fatigue.

WHY IT MATTERS

No new creative recently means the algorithm has exhausted its options. Meta recommends refreshing every 2-4 weeks. Stale creatives increase CPMs and reduce engagement over time.

IF IT WERE US

Introduce at least 2-3 new creative concepts or refreshes within the next 2 weeks. Rotate in new hooks, angles, or formats. **~1-2 days**

Budget adequacy for learning phase exit

HIGH

CALCULATED

WHAT'S HAPPENING

1/1 ad sets have budget <2x CPA (EUR 52.54). 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**

Existing customer purchase concentration

HIGH

ESTIMATED

WHAT'S HAPPENING

50% of purchases come from existing-customer campaigns — the majority of attributed conversions may not be incremental. Shift budget toward prospecting to drive genuine new customer acquisition.

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**

Post-view attribution inflation risk

CRITICAL

CALCULATED

WHAT'S HAPPENING

36.8% of conversions are post-view. With an AOV of €230, some view-through may be genuinely incremental for your category. Run a conversion lift test before switching to click-only. Use click-only ROAS (2.77x) as the conservative floor for scaling decisions. Reported ROAS: 4.37x.

WHY IT MATTERS

36.8% post-view conversions means a significant portion of attributed revenue may not be incremental. The click-only ROAS of 2.77x is a more conservative and realistic measure of true ad-driven revenue.

IF IT WERE US

With 36.8% 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.

Purchaser exclusion from prospecting

HIGH

VERIFIED

WHAT'S HAPPENING

Only 6/11 prospecting ad sets (55%) 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 (1 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**

Budget utilization rate

MEDIUM

CALCULATED

WHAT'S HAPPENING

Average budget utilization: 64%. Some budget going unspent — review targeting breadth.

WHY IT MATTERS

At 64% 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

No additional findings on this page.

All 14 campaigns from the analysis period (3 active, 11 paused). Green ROAS indicates profitable ($\geq 2.0x$), orange indicates marginal ($1.0-2.0x$).

CAMPAIGN	SPEND	IMPRESSIONS	PURCHASES	ROAS	CPA	CPM
[RS] [RTG] - FR - CONV	EUR 14,635.96	2,025,762	362	5.23x	EUR 40.43	EUR 7.22
LIVY_FR_FR_LOW_PROSPECT...	EUR 26,322.86	3,018,449	602	5.47x	EUR 43.73	EUR 8.72
[RS] [ACQ] - EN - CONV - ASC (à réactiver)	EUR 4,350.34	274,133	33	2.72x	EUR 131.83	EUR 15.87
LIVY_FR_FR_LOW_CONVERSI...	EUR 3,522.50	252,266	72	4.50x	EUR 48.92	EUR 13.96
[BDD] - [FR] - ROFU OLD (à réactiver)	EUR 11,694.00	1,181,101	291	5.44x	EUR 40.19	EUR 9.90
[RS] [RTG] - EN - CONV	EUR 1,296.06	82,360	7	1.22x	EUR 185.15	EUR 15.74
[RS] [NOTO] - FR - VIDEO VIEW	EUR 2,842.78	1,084,838	0	0.00x	—	EUR 2.62
LIVY_FR_FR_LOW_PROSPECT... ATC	EUR 634.92	104,592	0	0.00x	—	EUR 6.07
[ACQ] - [ALL PAYS] - CATALOGUE NEW (à réactiver)	EUR 1,103.00	139,648	12	4.45x	EUR 91.92	EUR 7.90
LIVY_FR_FR_TEST_CATALOG...	EUR 0.00	0	0	0.00x	—	EUR 0.00
LIVY_FR_FR_LOW_PROSPECT... ATC_Videos-AIVE-A (avec declinaisons)	EUR 8,473.31	1,141,320	100	2.47x	EUR 84.73	EUR 7.42
LIVY_FR_FR_LOW_PROSPECT... ATC_Videos-AIVE-B (sans declinaisons)	EUR 2,530.49	307,681	17	1.78x	EUR 148.85	EUR 8.22
LIVY_EN_EN_LOW_PROSPECT... - ATC Campagne	EUR 829.42	75,394	0	0.00x	—	EUR 11.00
LIVY_FR_FR_LOW_PROSPECT...	EUR 368.76	78,207	0	0.00x	—	EUR 4.72



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.

Your account runs **267 ads** across 3 formats (231 share, 32 video, 4 post_deleted). Top 3 ads account for **14%** of total spend.



Image SOLDES-V4 13.01.25 [SHARE](#)
EUR 4,925.82 spent | 7.0x click ROAS | 418 days
| **HIGH** fatigue risk



Vidéo-ski-lingerie 20.01.25 [VIDEO](#)
EUR 3,327.55 spent | 3.0x click ROAS | 410 days |
HIGH fatigue risk

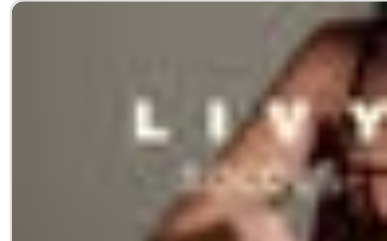


Image SOLDES-V2 8.01.25
EUR 2,714.59 spent | 5.3x click ROAS |
HIGH fatigue risk



Vidéo AIVE Captiver 17.12.24 [SHARE](#)
EUR 2,259.37 spent | 2.4x click ROAS | 445 days
| **HIGH** fatigue risk



Vidéo nouvelle-démarque 15.01.25 [SHARE](#)
EUR 2,233.18 spent | 3.6x click ROAS | 415 days |
HIGH fatigue risk



Vidéo SOLDES-V1 8.01.25 - Cop
EUR 2,106.55 spent | 6.3x click ROAS |
HIGH fatigue risk

Full creative analysis with thumbnails, ad copy, and performance data is available in the interactive dashboard.

These 1 actions can be completed in under **10 minutes** total and will immediately improve data quality and budget efficiency.


ACTION / DETAIL	TIME
Exclusion audiences Only 6/11 prospecting ad sets (55%) have exclusions. Some prospecting budget may be spent on existing customers.	10 min

Total estimated time: **10 minutes**

Verify First (requires manual check in Ads Manager)

VERIFY FIRST — ASC+ existing customer budget cap Found 6 ASC campaigns (1 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
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A phased plan to move from **84/100** to **~100/100** in three phases, prioritizing quick wins first.



PHASE 1 (WEEK 1-2) Settings & Configuration 84 → ~89

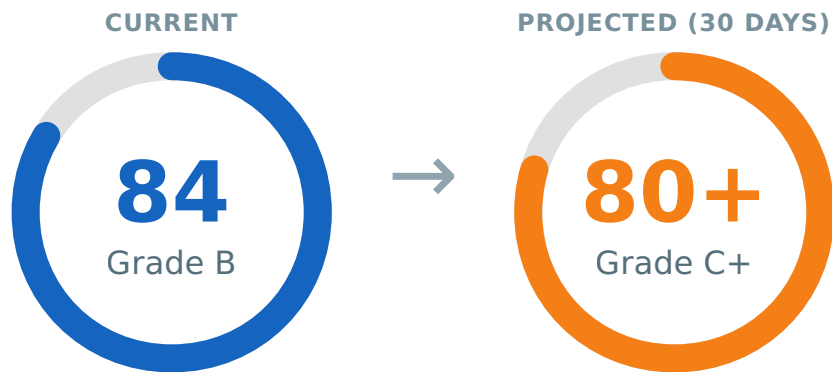
Quick fixes in Ads Manager: +5 pts estimated. Fix attribution windows, bid strategies, placements, exclusions, and ASC customer budget caps.

PHASE 2 (WEEK 3-6) Creative Production 89 → ~92

New formats, video content, refreshed assets: +3 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 92 → ~100

Funnel rebuild, audience strategy, scaling: +8 pts estimated. Run lift tests, fix false retargeting, optimize funnel budget split, consolidate campaigns and address structural issues.



Incremental Revenue Range

Your true Meta-driven revenue is likely between **EUR 217,684.34** (click-only) and **EUR 343,840.19** (reported).

With 36.8% post-view attribution, the conservative click-only figure removes all view-through conversions.

Ready to protect & improve your ROAS?

Your account has a strong 4.37x 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

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	32/64 (32 require manual verification or data)
Scoring Model	v4.2