

# Next Momentum

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## Meta Ads Health Check

64-Point Performance Assessment

December 2, 2025 — March 2, 2026

**GBP 20,939.20**

TOTAL SPEND ANALYSED

**Up to 64**

POINTS ASSESSED



**47.7% of your reported purchases come from users who saw your ad but never clicked. Your reported ROAS of 5.3x may actually be closer to 2.8x on a click-only basis.**

□ **ROAS is strong at 5.34x, improving year-over-year.** Q4 2024 vs Q4 2025: Spend -51.3%, ROAS +124.2%, CPA -46.3%. Q1 2025 vs Q1 2026: Spend -37.0%, ROAS +73.5%, CPA -31.5%. These findings will accelerate that progress.

### Attribution Health

47.7% of purchases are post-view, inflating reported ROAS from a click-only **2.76x** to a reported **5.34x**.



View-only revenue: **GBP 54,138.52** — Revenue above ad spend: **GBP 90,943.89**  
(Revenue minus ad spend only — excludes COGS, shipping, returns, fees)

#### Revenue Range (reported vs click-only)

- Upper: **GBP 90,943.89** above ad spend (reported — includes 47.7% post-view)
- Lower: **GBP 36,805.37** 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 5.34x, the account spent **GBP 20,939.20** and generated **GBP 111,883.09** in revenue — revenue above ad spend: **GBP 90,943.89**.

(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

**80/100**

**Grade B — Good**

21 Pass

10 Warning

3 Fail

25 N/A

**Seasonal Context**

Your Q1 CPA rose 79% vs Q4 — steeper than last year's 41% rise, suggesting a structural issue beyond normal seasonality.

**YEAR-OVER-YEAR TRENDS**

Q4 2024 vs Q4 2025

Spend -51.3%

ROAS +124.2%

CPA -46.3%

Q1 2025 vs Q1 2026

Spend -37.0%

ROAS +73.5%

CPA -31.5%

**Category Breakdown**

<b>Pixel / CAPI</b> <small>LIMITED DATA</small>		<b>N/A</b>	2/10 evaluated
<b>Creative</b> <small>LIMITED DATA</small>		<b>70 (C)</b>	6/16 evaluated
<b>Structure</b>		<b>90 (B)</b>	15/22 evaluated
<b>Audience</b>		<b>50 (D)</b>	4/8 evaluated
<b>Funnel</b>		<b>64 (C)</b>	7/8 evaluated

### Retention vs Acquisition

**22.0%** EXISTING CUSTOMERS      **78.0%** NEW CUSTOMERS

STAGE	PURCHASES	SHARE
prospecting	1151	78.0%
retargeting	320	21.7%
retention	5	0.3%

Total purchases: 1476

### CPA Trend

EARLY CPA      LATE CPA

**GBP 9.65**      **↑**      **GBP 18.73**

**+94.1% — rising sharply**

### Prospecting Economics

PROSPECTING ROAS      NCAC PROXY

**5.66x**      **GBP 13.74**

BLENDED CPA      PROSP. SPEND SHARE

**GBP 14.19**      **75.5%**

Prospecting spend: GBP 15,819.31 • Purchases: 1151

### Revenue Quality

REPORTED ROAS      CLICK-ONLY ROAS

**5.34x**      **2.76x**

Post-view share: **47.7%**

**REPORTED ABOVE SPEND**      **CLICK-ONLY ABOVE SPEND**

**GBP 90,943.89**      **GBP 36,805.37**

Revenue: GBP 111,883.09 (reported) / GBP 57,744.57 (click) • Spend: GBP 20,939.20

## 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.

### Number of creatives per ad set

HIGH

VERIFIED

#### WHAT'S HAPPENING

Average 2.7 ads per active ad set. 2 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**

### Purchaser exclusion from prospecting

HIGH

VERIFIED

#### WHAT'S HAPPENING

Only 2/9 prospecting ad sets (22%) 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**

### CPA trend (rising cost risk)

MEDIUM

CALCULATED

#### WHAT'S HAPPENING

CPA rose 94% from EUR 9.65 (first half) to EUR 18.73 (second half). Significant cost increase — review audience saturation, creative fatigue, or bid strategy.

#### 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

47.7% of conversions are post-view. At €76 AOV, this suggests over-attribution. Use click-only ROAS (2.76x) for decisions. Reported ROAS: 5.34x. The real ROAS is likely closer to the click-only figure.

#### WHY IT MATTERS

47.7% post-view conversions means a significant portion of attributed revenue may not be incremental. The click-only ROAS of 2.76x is a more conservative and realistic measure of true ad-driven revenue.

#### IF IT WERE US

With 47.7% 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.

### Campaign Budget Optimization (CBO) adoption

HIGH

VERIFIED

#### WHAT'S HAPPENING

Mix of CBO (1) and ABO (2) campaigns. CBO recommended for spend >\$500/day; ABO for testing <\$100/day.

#### WHY IT MATTERS

A mix of CBO and ABO without clear strategy leads to inconsistent budget distribution. CBO is recommended for most campaigns spending >EUR 500/day.

#### IF IT WERE US

Migrate all campaigns to CBO unless there is a specific reason for manual ABO control. **~30 min**

### Audience overlap between ad sets

HIGH

ESTIMATED

#### WHAT'S HAPPENING

1/3 pairs (33%) 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**

### ASC existing customer budget cap

HIGH

ESTIMATED

#### WHAT'S HAPPENING

Found 3 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.

#### 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**

### Prospecting vs retargeting budget split

HIGH

CALCULATED

#### WHAT'S HAPPENING

Prospecting: 50%, RTG: 50%, Retention: 0%. Below recommended 60% prospecting for growth brands. Consider shifting budget from RTG to prospecting.

#### WHY IT MATTERS

Budget split shows unbalanced allocation between prospecting and retargeting. Ensure retargeting campaigns receive adequate budget share for warm audiences.

#### IF IT WERE US

Rebalance budget between prospecting and retargeting based on funnel goals. Typical split: 60-70% prospecting, 20-30% retargeting, 10% retention. **~30 min**

### Existing customer purchase concentration

HIGH

ESTIMATED

#### WHAT'S HAPPENING

22% 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**

### Creative differentiation across audiences

MEDIUM

CALCULATED

#### WHAT'S HAPPENING

1/190 ad set pairs share identical creatives. Consider diversifying creative per audience.

#### WHY IT MATTERS

Showing identical creatives to different audiences causes fatigue faster and prevents you from tailoring messages to each funnel stage.

#### IF IT WERE US

Create audience-specific creative variants: different hooks for prospecting (brand story) vs retargeting (product benefits, offers). **~1 week**

### Advantage+ Placements usage

MEDIUM

VERIFIED

#### WHAT'S HAPPENING

1/3 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**

### Short-lived campaign detection

MEDIUM

CALCULATED

#### WHAT'S HAPPENING

1 campaign(s) ran for less than 30 days: NM.|Products|Social|ASC|Conversions\_Website\_Purcha (17d). Short campaigns may not exit the learning phase. Consider longer run times for meaningful optimization.

#### 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**

### Seasonal campaign detection

LOW

VERIFIED

#### WHAT'S HAPPENING

1 campaign(s) have seasonal keywords but are running outside their expected season: 'NM.| Products|Social|ASC|Conversions\_Catalog\_Sales' (keyword: sales). Review and pause or rename to avoid audience confusion and wasted spend on outdated messaging.

#### 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**

All 8 campaigns from the analysis period (3 active, 5 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 Prospecting Conversions_Website_Purch...	GBP 10,459.99	1,283,662	770	5.61x	GBP 13.58	GBP 8.15
NM. Products Social Retargeting Website_Visitors Conversions_Website_Purch...	GBP 4,923.70	626,307	320	4.43x	GBP 15.39	GBP 7.86
TOF   US   Mongoose	GBP 140.89	11,195	3	1.44x	GBP 46.96	GBP 12.59
TOF   IG Only   Mongoose	GBP 686.10	74,263	47	6.39x	GBP 14.60	GBP 9.24
TOF   BFCM   ASC   Mongoose	GBP 248.77	18,727	43	11.85x	GBP 5.79	GBP 13.28
NM. Products Social Repeat_Purchasers Conversions_Website_Purch... 7DayClick	GBP 196.19	25,136	5	2.33x	GBP 39.24	GBP 7.81
NM. Products Social ASC Conversions_Catalog_Sales	GBP 4,046.53	601,888	282	5.71x	GBP 14.35	GBP 6.72
NM. Products Social ASC Conversions_Website_Purch... 7DayClick Testing	GBP 237.03	23,700	6	1.46x	GBP 39.51	GBP 10.00

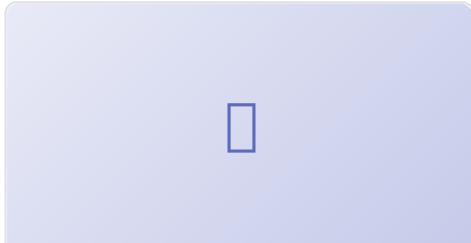


### Top Fatigued Ads

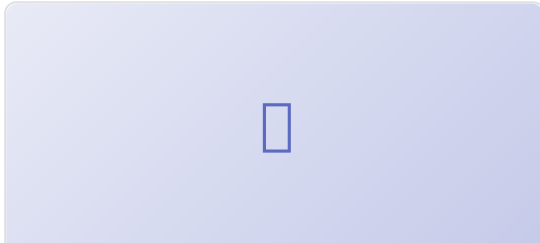
**No creative fatigue detected**  
All active ads are performing within acceptable CTR ranges.

**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.

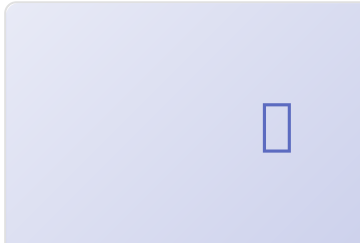
Your account runs **125 ads** across 1 formats (125 unknown). Top 3 ads account for **28%** of total spend.



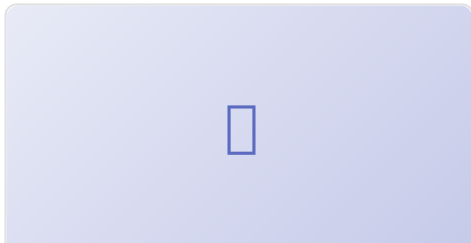
**Carrousel\_DPA\_15.01.25** UNKNOWN  
GBP 3,131.40 spent | 6.3x click ROAS | 50 days | **LOW** fatigue risk



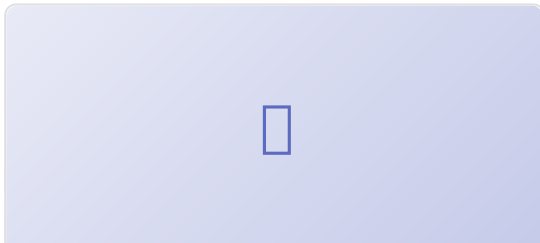
**V5** UNKNOWN  
GBP 1,383.73 spent | 7.9x click ROAS | 289 days | **HIGH** fatigue risk



**Video\_UGC\_Humour Mix\_18.12.25** UNKNOWN  
GBP 1,304.95 spent | 4.4x click ROAS | 289 days | **HIGH** fatigue risk



**Video\_UGC\_Pink\_18.12.25** UNKNOWN  
GBP 1,009.78 spent | 6.5x click ROAS | 367 days | **HIGH** fatigue risk



**Video\_UGC\_Eleanor\_Video1\_18.12.25** UNKNOWN  
GBP 978.44 spent | 5.5x click ROAS | 288 days | **HIGH** fatigue risk



**Video\_UGC\_Solidarity\_18.12.25** UNKNOWN  
GBP 958.77 spent | 6.1x click ROAS | 289 days | **HIGH** fatigue risk

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

These 3 actions can be completed in under **17 minutes** total and will immediately improve data quality and budget efficiency.


ACTION / DETAIL	TIME
<p><b>Switch to click-only ROAS for reporting</b></p> <p>Your reported ROAS includes 47.7% post-view attribution. Use 7-day click only for all budget decisions until a lift test confirms incrementality.</p>	<b>2 min</b>
<p><b>Seasonal campaign detection</b></p> <p>1 campaign(s) have seasonal keywords but are running outside their expected season: 'NM. Products Social ASC Conversions_Catalog_Sales' (keyword: sales). Review and pause or rename to avoid audience confusion and wasted spend on outdated messaging.</p>	<b>5 min</b>
<p><b>Exclusion audiences</b></p> <p>Only 2/9 prospecting ad sets (22%) exclude audiences. Prospecting budget is likely reaching existing customers — exclude purchasers and website visitors from prospecting campaigns.</p>	<b>10 min</b>

Total estimated time: **17 minutes**

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

<p><b>VERIFY FIRST — ASC+ existing customer budget cap</b></p> <p>Found 3 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 &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 **80/100** to **~100/100** in three phases, prioritizing quick wins first.



**PHASE 1 (WEEK 1-2) Settings & Configuration** 80 → ~88

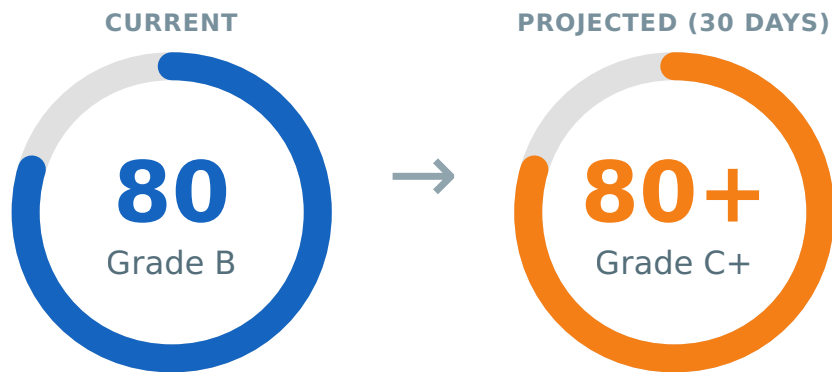
Quick fixes in Ads Manager: +8 pts estimated. Fix attribution windows, bid strategies, placements, exclusions, and ASC customer budget caps.

**PHASE 2 (WEEK 3-6) Creative Production** 88 → ~93

New formats, video content, refreshed assets: +5 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** 93 → ~100

Funnel rebuild, audience strategy, scaling: +7 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 **GBP 57,744.57** (click-only) and **GBP 111,883.09** (reported).

With 47.7% post-view attribution, the conservative click-only figure removes all view-through conversions.

## Ready to protect & improve your ROAS?

Your account has a strong 5.34x 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_494706528770960
<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>	34/64 (30 require manual verification or data)
<b>Scoring Model</b>	v4.2