

Next Momentum

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Melvita

Meta Ads Health Check

55-Point Performance Assessment

December 2, 2025 — March 2, 2026

EUR 63,608.76

TOTAL SPEND ANALYSED

55 checks

PERFORMED



No active pixels detected. Tracking data is unreliable.



Critical: ROAS below 1.0x — this account is losing money. For every EUR 1 spent, only EUR 0.59 comes back. The click-only ROAS of 0.39x suggests the true return is even worse.

Attribution Health

34.3% of purchases are post-view, and the account ROAS is **0.59x** — well below break-even.



View-only revenue: **EUR 12,165.00** — Net loss over period: **EUR 26,366.01**

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 0.59x, the account spent **EUR 63,608.76** but only generated **EUR 37,242.75** in revenue.

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

55/100

Grade D – Poor



 **Seasonal Context**
Your Q1 CPA improved 28% vs Q4 (€104 vs €145). Last year the same period saw a rise.

Category Breakdown

Pixel / CAPI <small>LIMITED DATA</small>		38 (F)	2/10 evaluated
Creative		50 (D)	10/15 evaluated
Structure		65 (C)	12/18 evaluated
Audience		67 (C)	4/8 evaluated
Funnel		56 (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 Melvita 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

4/4 ad set pairs share similar targeting. Significant audience overlap — your ads are competing against each other. Consolidate similar ad sets.

WHY IT MATTERS

4 overlapping ad set pairs mean your ads compete against each other in the same auctions, driving up CPMs and reducing efficiency across all campaigns.

IF IT WERE US

Merge the 4 overlapping ad set pairs into consolidated ad sets, combining creative and budgets. Use Audience Overlap tool to verify. **~45 min**

Budget adequacy for learning phase exit

HIGH

CALCULATED

WHAT'S HAPPENING

3/3 ad sets have budget <2x CPA (EUR 106.01). 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

Consolidate the 3 under-budgeted ad sets into 1-2 well-funded ad sets with at least EUR 212/day each (2x CPA).
~30 min

Purchaser exclusion from prospecting

HIGH

VERIFIED

WHAT'S HAPPENING

Only 0/1 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**

Prospecting vs retargeting budget split

HIGH

CALCULATED

WHAT'S HAPPENING

Inverted funnel: Prospecting only 0%, RTG: 100%, Retention: 0%. More budget on retargeting than prospecting means you're harvesting existing demand rather than creating new demand. Recommended: $\geq 60\%$ prospecting for growth brands.

WHY IT MATTERS

An inverted funnel with 0% prospecting and 100% retargeting means no new customers are being acquired. The retargeting pool will shrink over time, making the account unsustainable.

IF IT WERE US

Restructure budget allocation: move at least 60% of spend to prospecting campaigns (ASC or CBO). Create a dedicated prospecting campaign if none exists. **~1 hour**

Social proof through organic post boosting

MEDIUM

CALCULATED

WHAT'S HAPPENING

Only 0/303 (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 0/303 (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**

Advantage+ Placements usage

MEDIUM

VERIFIED

WHAT'S HAPPENING

4/6 ad sets use manual placements. Manual placement limits Meta's optimization. Enable Advantage+ unless 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 the 4 manual-placement ad sets to Advantage+ Placements unless there is a specific exclusion reason.

~5 min

Budget utilization rate

MEDIUM

CALCULATED

WHAT'S HAPPENING

Average budget utilization: 32%. 3 ad sets below 60%. Significant budget waste — audiences too narrow or bids too low.

WHY IT MATTERS

At 32% utilization, over two-thirds 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

34.3% of conversions are post-view. Significant portion may not be incremental. Reported ROAS: 0.59x, Click-only ROAS: 0.39x. The real ROAS is likely closer to the click-only figure.

WHY IT MATTERS

34.3% post-view conversions means a significant portion of attributed revenue may not be incremental. With a reported ROAS already below 1.0, the true return is likely even worse than it appears.

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**

Number of creatives per ad set

HIGH

VERIFIED

WHAT'S HAPPENING

Average 4.8 ads per active ad set. 3 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 each of the 3 under-stocked ad sets, including at least one video and one carousel. **~2 hours**

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 >\$500/day.

IF IT WERE US

Choose one strategy: CBO for main campaigns spending >EUR 500/day, ABO only for small test campaigns. Migrate mixed campaigns to CBO. **~30 min**

ASC existing customer budget cap

HIGH

ESTIMATED

WHAT'S HAPPENING

Found 3 ASC campaigns (2 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**

Creative differentiation across audiences

MEDIUM

CALCULATED

WHAT'S HAPPENING

1/595 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**

All 10 campaigns from the analysis period. Red ROAS indicates below break-even (<1.0x).

CAMPAIGN	SPEND	IMPRESSIONS	PURCHASES	ROAS	CPA	CPM
[CDC] [FR] [LEAD] - Lead/Sampling	EUR 1,043.78	324,864	0	0.00x	—	EUR 3.21
[CDC] [FR] [ACQ] - ASC - ancienne	EUR 7,616.52	1,110,637	64	0.56x	EUR 119.01	EUR 6.86
[CDC] [FR] [RTG] - DPA	EUR 4,744.60	507,449	38	0.44x	EUR 124.86	EUR 9.35
[CDC] [FR] [TRF] - Boost posts	EUR 1,005.68	365,300	0	0.00x	—	EUR 2.75
[CDC] [FR] [ACQ] V2	EUR 1,325.88	135,596	11	0.60x	EUR 120.53	EUR 9.78
[CDC] [FR] [RTG] Réactivation	EUR 19,246.78	2,304,646	252	0.85x	EUR 76.38	EUR 8.35
[CDC] [FR] [ACQ] - DABA	EUR 1,633.54	164,069	13	0.50x	EUR 125.66	EUR 9.96
[CDC] [FR] [ACQ] - DABA - CPA cible	EUR 1,764.37	297,496	10	0.35x	EUR 176.44	EUR 5.93
[CDC] [FR] [ACQ] - ASC - 07/01/26	EUR 23,549.75	3,953,650	200	0.50x	EUR 117.75	EUR 5.96
[CDC] [FR] [RTG] - ASC - 06/02/26	EUR 1,677.86	202,937	12	0.31x	EUR 139.82	EUR 8.27

These 4 actions can be completed in under **42 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
Format diversity Only 1 format (unknown). Meta recommends at least 3 formats.	15 min
Exclusion audiences Only 0/1 prospecting ad sets (0%) exclude audiences. Prospecting budget is likely reaching existing customers — exclude purchasers and website visitors from prospecting campaigns.	10 min
ASC+ existing customer budget cap Found 3 ASC campaigns (2 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: **42 minutes**

A phased plan to move from **Grade D (55.5)** to **Grade C+ (80+)** in four weeks, with a primary goal of reaching ROAS break-even.

WEEK 1 Fix Foundation

55 → ~62

Install and verify Meta Pixel on all pages. Add purchaser exclusions to prospecting campaigns. Set existing customer cap on ASC campaigns. Restructure budget: shift 60%+ to prospecting.

WEEK 2 Consolidate & Restructure

62 → ~70

Merge 4 overlapping ad set pairs to eliminate auction self-competition. Switch 4 manual-placement ad sets to Advantage+ Placements. Consolidate under-budgeted ad sets to exceed 2x CPA threshold. Migrate mixed CBO/ABO to consistent CBO strategy.

WEEK 3 Strengthen Creatives

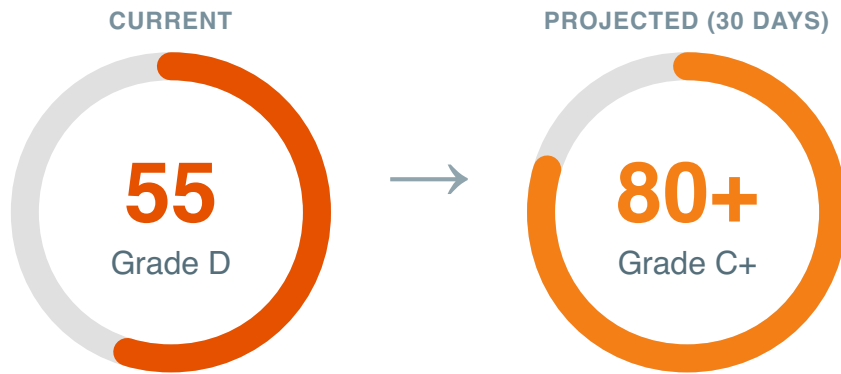
70 → ~76

Create video creatives (9:16) for Reels/Stories. Add at least 3 ad formats (image, video, carousel). Boost top organic posts for social proof. Add text overlays with value propositions to more creatives. Enable Advantage+ Creative enhancements.

WEEK 4 Monitor & Optimise

76 → 80+

Monitor ROAS trajectory toward break-even (1.0x). Review frequency and audience fatigue weekly. Launch A/B tests via Meta Experiments. Set up automated rules for spend pacing alerts. Reassess budget split based on early results.



Ready to fix these issues?

Your account is currently losing money with a 0.59x ROAS. Our team can implement every recommendation in this report within 30 days, with weekly progress reports and full transparency.

BOOK A STRATEGY CALL

Next Momentum — hello@nextmomentum.io

DATA PROVENANCE

Account ID	act_754841788201379
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)