

Next Momentum

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Eclo

Meta Ads Health Check

64-Point Performance Assessment

December 2, 2025 — March 2, 2026

EUR 588,716.63

TOTAL SPEND ANALYSED

Up to 64

POINTS ASSESSED



31.5% of your reported purchases come from users who saw your ad but never clicked. Your reported ROAS of 0.6x may actually be closer to 0.4x on a click-only basis.



ROAS is unprofitable at 0.50x, with mixed year-over-year trends. Q4 2024 vs Q4 2025: Spend +59.9%. Q1 2025 vs Q1 2026: Spend +8.2%. These findings will help consolidate gains.

Attribution Health

39.7% of purchases are post-view, inflating reported ROAS from a click-only **0.30x** to a reported **0.50x**.



View-only revenue: **EUR 122,631.64** — Ad spend exceeding tracked revenue: **EUR 291,552.67**
(Revenue minus ad spend only — excludes COGS, shipping, returns, fees)

Revenue Range (reported vs click-only)

- Upper: **EUR 291,552.67** above ad spend (reported — includes 39.7% post-view)
- Lower: **EUR 414,184.31** below ad spend (click-only — conservative)

True incremental contribution is between these figures.

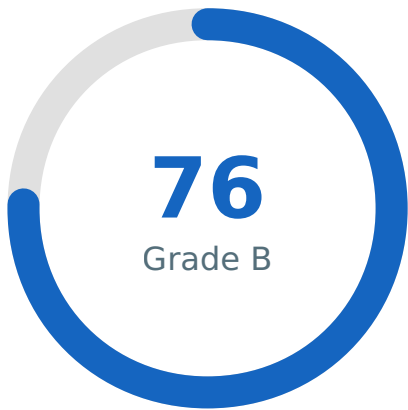
How we calculated this

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 0.50x, the account spent **EUR 588,716.63** and generated **EUR 297,163.96** in revenue — ad spend exceeding tracked revenue: **EUR 291,552.67**.

(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

76/100

Grade B – Good

26 Pass

8 Warning

9 Fail

21 N/A

Seasonal Context

With a ROAS of 0.50x (click-only: 0.30x), the account is currently unprofitable on a last-click basis. Year-over-year data shows this requires structural optimization, not just seasonal adjustment.

YEAR-OVER-YEAR TRENDS

Q4 2024 vs Q4 2025

Spend +59.9%

ROAS N/A

CPA N/A

Q1 2025 vs Q1 2026

Spend +8.2%

ROAS N/A

CPA N/A

Category Breakdown

Pixel / CAPI	LIMITED DATA		N/A	2/10 evaluated
Creative			83 (B)	13/16 evaluated
Structure			70 (C)	17/22 evaluated
Audience			100 (A)	4/8 evaluated
Funnel			45 (D)	7/8 evaluated

Retention vs Acquisition

97.0% EXISTING CUSTOMERS **3.0%** NEW CUSTOMERS

STAGE	PURCHASES	SHARE
prospecting	20	3.0%
retargeting	645	97.0%

Total purchases: 665

Prospecting Economics

PROSPECTING ROAS: **0.30x** NCAC PROXY: **EUR 202.20**

BLENDED CPA: **EUR 97.86** PROSP. SPEND SHARE: **6.2%**

Prospecting spend: EUR 4,043.97 • Purchases: 20

CPA Trend

EARLY CPA: **EUR 83.19** LATE CPA: **EUR 116.32**

+39.8% — rising sharply

Revenue Quality

REPORTED ROAS: **0.50x** CLICK-ONLY ROAS: **0.30x**

Post-view share: **39.7%**

REPORTED ABOVE SPEND: EUR 291,552.67 **CLICK-ONLY ABOVE SPEND: EUR 414,184.31**

Revenue: EUR 297,163.96 (reported) / EUR 174,532.32 (click) • Spend: EUR 588,716.63

Revenue Cross-Reference: Meta vs GA4

Independent validation of Meta-reported purchase revenue

GA4 data not available

GA4 data coverage check failed: relation "properties" does not exist LINE 1:
SELECT property_id FROM properties WHERE client_name = 'melv... ^

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.

Ad set audience overlap / cannibalization

HIGH

CALCULATED

WHAT'S HAPPENING

4/6 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**

Budget adequacy for learning phase exit

HIGH

CALCULATED

WHAT'S HAPPENING

5/5 ad sets have budget <2x CPA (EUR 97.71). 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**

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

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

97% 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**

Social proof through organic post boosting

MEDIUM

CALCULATED

WHAT'S HAPPENING

Only 0/5188 (0%) creatives use organic posts. Boosting organic content adds social proof (likes, comments, shares). (This count includes all 5188 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 0/5188 (0%) creatives have text/USP. Creatives lack context — add text overlays with value propositions. (This count includes all 5188 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**

Advantage+ Placements usage

MEDIUM

VERIFIED

WHAT'S HAPPENING

4/7 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 any 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: 22%. 6 ad sets below 60%. Significant budget waste — audiences too narrow or bids too low.

WHY IT MATTERS

At 22% utilization, the majority 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**

CPA trend (rising cost risk)

MEDIUM

CALCULATED

WHAT'S HAPPENING

CPA rose 40% from EUR 83.19 (first half) to EUR 116.32 (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

31.5% of conversions are post-view. At €60 AOV, this suggests over-attribution. Use click-only ROAS (0.42x) for decisions. Reported ROAS: 0.61x. The real ROAS is likely closer to the click-only figure.

WHY IT MATTERS

31.5% post-view conversions means a significant portion of attributed revenue may not be incremental. The click-only ROAS of 0.42x is a more conservative and realistic measure of true ad-driven revenue.

IF IT WERE US

With 31.5% 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.

Video aspect ratio coverage (9:16 for Reels)

HIGH

ESTIMATED

WHAT'S HAPPENING

Found 578 video creatives. Verify that 9:16 aspect ratio is available for Reels/Stories placements.

WHY IT MATTERS

You have 578 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**

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**

ASC existing customer budget cap

HIGH

ESTIMATED

WHAT'S HAPPENING

Found 3 ASC campaigns (2 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 ROAS & new customer cost

HIGH

ESTIMATED

WHAT'S HAPPENING

Prospecting nCAC (EUR 202.20) is 2.1x the blended CPA (EUR 97.86). New customer acquisition cost is elevated. Prospecting ROAS: 0.30x. Consider optimizing prospecting creative and targeting.

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**

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

20/151525 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**

CPM trend (rising cost risk)

MEDIUM

CALCULATED

WHAT'S HAPPENING

CPM rose 11% from EUR 6.73 to EUR 7.49. Moderate increase — monitor for continued escalation.

WHY IT MATTERS

This issue reduces campaign efficiency and may lead to sub-optimal budget allocation or lower overall ROAS.

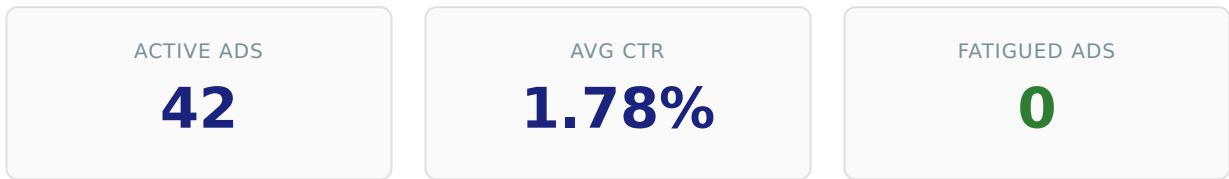
IF IT WERE US

Review and address this finding based on the specifics above. **~15 min**

All 301 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
[CDC] [FR] [ACQ] - ASC - ancienne	EUR 9.96	2,113	0	0.00x	—	EUR 4.71
[CDC] [FR] [RTG] - DPA	EUR 3.96	268	0	0.00x	—	EUR 14.78
[CDC] [FR] [RTG] Réactivation	EUR 60.91	6,842	3	3.96x	EUR 20.30	EUR 8.90
[CDC] [FR] [ACQ] - ASC - ancienne	EUR 28.95	5,670	0	0.00x	—	EUR 5.11
[CDC] [FR] [RTG] - DPA	EUR 7.06	1,309	1	9.10x	EUR 7.06	EUR 5.39
[CDC] [FR] [RTG] Réactivation	EUR 199.17	45,263	2	0.67x	EUR 99.58	EUR 4.40
[CDC] [FR] [ACQ] - ASC - ancienne	EUR 114.87	22,684	0	0.00x	—	EUR 5.06
[CDC] [FR] [RTG] - DPA	EUR 35.56	4,619	0	0.00x	—	EUR 7.70
[CDC] [FR] [RTG] Réactivation	EUR 192.58	35,132	3	0.90x	EUR 64.19	EUR 5.48
[CDC] [FR] [ACQ] - ASC - ancienne	EUR 205.50	35,497	1	0.15x	EUR 205.50	EUR 5.79
[CDC] [FR] [RTG] - DPA	EUR 22.52	4,019	0	0.00x	—	EUR 5.60
[CDC] [FR] [RTG] Réactivation	EUR 194.74	36,203	2	0.76x	EUR 97.37	EUR 5.38
[CDC] [FR] [ACQ] - ASC - ancienne	EUR 94.01	15,665	1	0.43x	EUR 94.01	EUR 6.00
[CDC] [FR] [RTG] - DPA	EUR 42.04	6,618	0	0.00x	—	EUR 6.35
[CDC] [FR] [RTG] Réactivation	EUR 190.52	29,393	1	0.27x	EUR 190.52	EUR 6.48
[CDC] [FR] [ACQ] - ASC - ancienne	EUR 123.16	24,821	0	0.00x	—	EUR 4.96
[CDC] [FR] [RTG] - DPA	EUR 48.77	7,115	0	0.00x	—	EUR 6.85
[CDC] [FR] [RTG] Réactivation	EUR 153.58	24,802	6	2.40x	EUR 25.60	EUR 6.19
[CDC] [FR] [ACQ] - ASC - ancienne	EUR 160.63	29,294	1	0.48x	EUR 160.63	EUR 5.48
[CDC] [FR] [RTG] - DPA	EUR 50.52	7,909	0	0.00x	—	EUR 6.39
[CDC] [FR] [RTG] Réactivation	EUR 187.77	34,256	7	2.76x	EUR 26.82	EUR 5.48
[CDC] [FR] [ACQ] - ASC - ancienne	EUR 138.88	23,492	1	1.00x	EUR 138.88	EUR 5.91
[CDC] [FR] [RTG] - DPA	EUR 44.66	7,357	1	1.20x	EUR 44.66	EUR 6.07
[CDC] [FR] [RTG] Réactivation	EUR 173.27	25,743	5	1.64x	EUR 34.65	EUR 6.73
[CDC] [FR] [ACQ] - ASC - ancienne	EUR 83.96	15,486	1	0.44x	EUR 83.96	EUR 5.42
[CDC] [FR] [RTG] - DPA	EUR 39.38	6,080	0	0.00x	—	EUR 6.48

CAMPAIGN	SPEND	IMPRESSIONS	PURCHASES	ROAS	CPA	CPM
[CDC] [FR] [RTG] Réactivation	EUR 154.07	25,030	3	1.23x	EUR 51.36	EUR 6.16
[CDC] [FR] [ACQ] - ASC - ancienne	EUR 48.23	10,772	2	3.15x	EUR 24.11	EUR 4.48
[CDC] [FR] [RTG] - DPA	EUR 33.01	5,395	0	0.00x	—	EUR 6.12
[CDC] [FR] [RTG] Réactivation	EUR 167.91	29,654	3	0.88x	EUR 55.97	EUR 5.66
[CDC] [FR] [ACQ] - ASC - ancienne	EUR 69.44	21,877	0	0.00x	—	EUR 3.17
[CDC] [FR] [RTG] - DPA	EUR 38.94	7,475	2	1.99x	EUR 19.47	EUR 5.21
[CDC] [FR] [RTG] Réactivation	EUR 163.39	37,450	0	0.00x	—	EUR 4.36
[CDC] [FR] [ACQ] - ASC - ancienne	EUR 49.11	14,659	0	0.00x	—	EUR 3.35
[CDC] [FR] [RTG] - DPA	EUR 39.32	6,343	1	1.04x	EUR 39.32	EUR 6.20
[CDC] [FR] [RTG] Réactivation	EUR 150.16	29,134	0	0.00x	—	EUR 5.15
[CDC] [FR] [ACQ] - ASC - ancienne	EUR 58.91	17,816	1	0.61x	EUR 58.91	EUR 3.31
[CDC] [FR] [RTG] - DPA	EUR 45.39	7,784	0	0.00x	—	EUR 5.83
[CDC] [FR] [RTG] Réactivation	EUR 123.43	22,621	6	2.62x	EUR 20.57	EUR 5.46
[CDC] [FR] [ACQ] - ASC - ancienne	EUR 71.41	22,596	1	0.33x	EUR 71.41	EUR 3.16
[CDC] [FR] [RTG] - DPA	EUR 54.47	7,995	2	1.11x	EUR 27.23	EUR 6.81
[CDC] [FR] [RTG] Réactivation	EUR 188.91	36,419	6	2.25x	EUR 31.48	EUR 5.19
[CDC] [FR] [ACQ] - ASC - ancienne	EUR 51.61	13,100	1	1.26x	EUR 51.61	EUR 3.94
[CDC] [FR] [RTG] - DPA	EUR 46.81	7,247	0	0.00x	—	EUR 6.46
[CDC] [FR] [RTG] Réactivation	EUR 161.59	32,525	2	0.62x	EUR 80.80	EUR 4.97
[CDC] [FR] [ACQ] - ASC - ancienne	EUR 33.24	7,256	0	0.00x	—	EUR 4.58
[CDC] [FR] [RTG] - DPA	EUR 38.93	6,771	0	0.00x	—	EUR 5.75
[CDC] [FR] [RTG] Réactivation	EUR 167.84	30,122	4	1.59x	EUR 41.96	EUR 5.57
[CDC] [FR] [ACQ] - ASC - ancienne	EUR 230.98	47,680	0	0.00x	—	EUR 4.84
[CDC] [FR] [RTG] - DPA	EUR 177.04	17,160	2	0.72x	EUR 88.52	EUR 10.32
[CDC] [FR] [RTG] Réactivation	EUR 213.11	23,995	13	4.80x	EUR 16.39	EUR 8.88
[CDC] [FR] [ACQ] - DABA	EUR 94.63	20,202	0	0.00x	—	EUR 4.68
[CDC] [FR] [ACQ] - DABA - CPA cible	EUR 108.20	24,800	3	1.44x	EUR 36.07	EUR 4.36
[CDC] [FR] [ACQ] - ASC -	EUR 154.85	19,877	1	0.32x	EUR 154.85	EUR 7.79

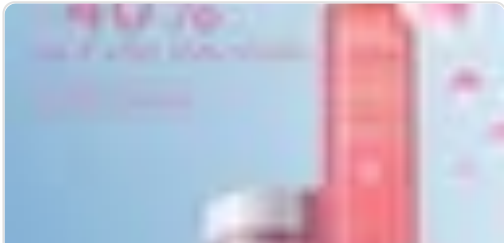


Top Fatigued Ads

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

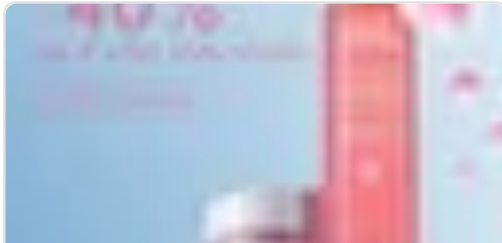
What is creative fatigue? Ads with CTR significantly below account average that have been running for an extended period. Refreshing or replacing these ads can improve overall campaign performance and reduce wasted spend.

Your account runs **50 ads** across 2 formats (49 share, 1 video). Top 3 ads account for **9%** of total spend.



N°008 f:StatP #:Promo #:Visag [SHARE](#)

EUR 511.31 spent | 0.0x click ROAS | 30 days | **NONE** fatigue risk



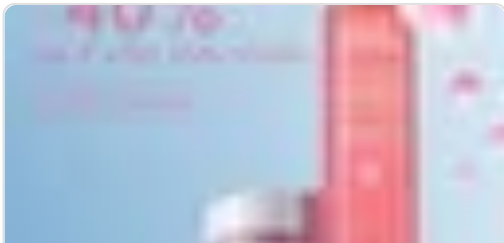
N°008 f:StatP #:Promo #:Visag [SHARE](#)

EUR 418.71 spent | 0.0x click ROAS | 30 days | **NONE** fatigue risk



N°008 f:StatP #:Promo #:Visag [SHARE](#)

EUR 417.88 spent | 0.0x click ROAS | **NONE** fatigue risk



N°008 f:StatP #:Promo #:Visag [SHARE](#)

EUR 414.57 spent | 0.0x click ROAS | 30 days | **NONE** fatigue risk



N°012 f:StatP #:Produit #:Preu [SHARE](#)

EUR 405.35 spent | 0.0x click ROAS | 0 days | **NONE** fatigue risk



N°07.04.25-St #Produit, #Rev [SHARE](#)

EUR 399.94 spent | 0.0x click ROAS | **NONE** fatigue risk

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

These 0 actions can be completed in under **0 minutes** total and will immediately improve data quality and budget efficiency.

ACTION / DETAIL	TIME
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Total estimated time: **0 minutes**


Verify First (requires manual check in Ads Manager)

VERIFY FIRST — ASC+ existing customer budget cap

2 min

Found 3 ASC campaigns (2 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. (cannot confirm via API — check in Ads Manager)

A phased plan to move from **76/100** to **~100/100** in three phases, prioritizing quick wins first.



PHASE 1 (WEEK 1-2) Settings & Configuration 76 → ~83

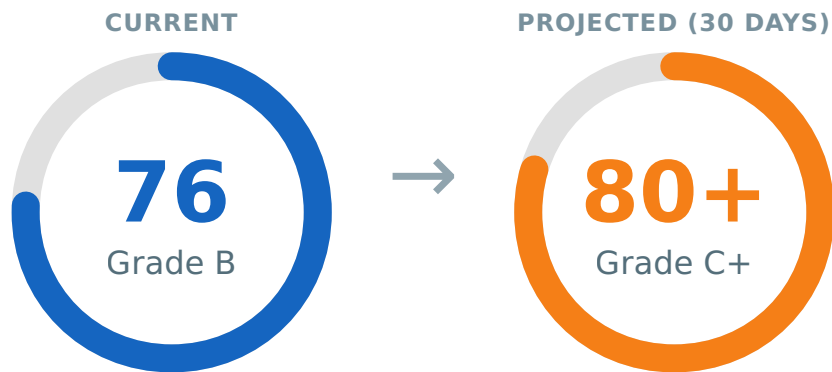
Quick fixes in Ads Manager: +7 pts estimated. Fix attribution windows, bid strategies, placements, exclusions, and ASC customer budget caps.

PHASE 2 (WEEK 3-6) Creative Production 83 → ~93

New formats, video content, refreshed assets: +10 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 **EUR 174,532.32** (click-only) and **EUR 297,163.96** (reported).

With 39.7% post-view attribution, the conservative click-only figure removes all view-through conversions.

Ready to protect & improve your ROAS?

Your account is at risk — reported ROAS of 0.50x masks a click-only ROAS of just 0.30x. 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	43/64 (21 require manual verification or data)
Scoring Model	v4.2