

Next Momentum



Merci Maman

Meta Ads Health Check

55-Point Performance Assessment

December 2, 2025 — March 2, 2026

EUR 77,813.40

TOTAL SPEND ANALYSED

55 checks

PERFORMED



No active pixels detected. Tracking data is unreliable.



ROAS is 7.27x — very profitable. However, Q1 CPA rose 36% vs Q4 — steeper than last year's 16% rise, suggesting a structural issue beyond normal seasonality. Fixing tracking and creative gaps can protect this strong performance.

Attribution Health

27.2% of purchases are post-view, inflating the reported ROAS from a click-only 5.29x to the reported 7.27x. Both figures are well above break-even.



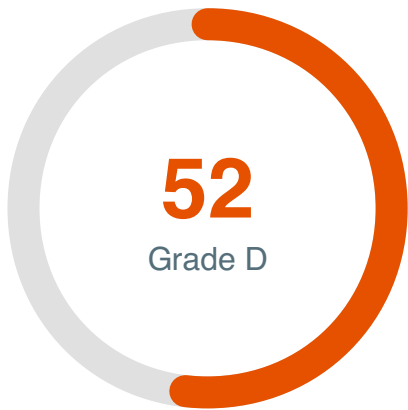
View-only revenue: **EUR 153,763.93** — Net profit over period: **EUR 487,745.84**

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 7.27x, the account spent **EUR 77,813.40** and generated **EUR 565,559.24** in revenue — a net profit of **EUR 487,745.84**.

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

52/100

Grade D — Poor



17 Seasonal Context
 Your Q1 CPA rose 36% vs Q4 — steeper than last year's 16% rise, suggesting a structural issue beyond normal seasonality.

YEAR-OVER-YEAR PERFORMANCE

Q4 2024 vs Q4 2025		Q1 2025 vs Q1 2026	
Spend -12.4%	ROAS +105.0%	Spend -38.0%	ROAS +72.3%
CPA -49.6%		CPA -40.7%	

Category Breakdown

Pixel / CAPI <small>LIMITED DATA</small>		38 (F)	2/10 evaluated
Creative		37 (F)	10/15 evaluated
Structure		62 (C)	12/18 evaluated
Audience		67 (C)	4/8 evaluated
Funnel		75 (B)	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. Despite a strong 7.27x ROAS, all attribution data is unreliable, retargeting audiences cannot be built from website activity, and campaign optimization is flying blind.

IF IT WERE US

Install and verify the Meta Pixel on all pages of the Merci Maman 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. Showcase personalised jewellery in each format for optimal delivery. **~15 min**

Number of creatives per ad set

HIGH

VERIFIED

WHAT'S HAPPENING

Average 2.2 ads per active ad set. 3 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 each of the 3 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

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 of personalised jewellery outperform static images in these placements. **~2 hours**

Creative freshness (days since newest ad)

HIGH

VERIFIED

WHAT'S HAPPENING

No new creative in 70 days. Creative refresh urgently needed — Meta recommends every 2-4 weeks to combat fatigue.

WHY IT MATTERS

No new creative in 70 days 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

Create 3-5 new ad creatives featuring current product highlights, seasonal messaging, and customer testimonials. Rotate fresh creatives every 2-4 weeks. **~1 week**

Number of active campaigns (consolidation)

HIGH

VERIFIED

WHAT'S HAPPENING

14 active campaigns — too fragmented. Each campaign competes for budget and audience. Consolidate to ≤ 5 per market/funnel stage.

WHY IT MATTERS

14 active campaigns is too fragmented. Each campaign competes for budget and audience. Consolidating to 5 or fewer per market/funnel stage lets Meta optimize more effectively.

IF IT WERE US

Consolidate the 14 active campaigns to 5 or fewer per market/funnel stage. Merge overlapping campaigns and pause underperformers. **~1 hour**

Ad set audience overlap / cannibalization

HIGH

CALCULATED

WHAT'S HAPPENING

1/2 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 the 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

1/1 ad sets have budget $< 2x$ CPA (EUR 13.45). 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 under-budgeted ad sets into well-funded ad sets with at least EUR 27/day each ($2x$ CPA). **~30 min**

Purchaser exclusion from prospecting

HIGH

VERIFIED

WHAT'S HAPPENING

Only 0/6 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 and wasting budget on non-incremental conversions.

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**

Social proof through organic post boosting

MEDIUM

CALCULATED

WHAT'S HAPPENING

Only 0/417 (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. For personalised jewellery, social proof is especially powerful.

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 0/417 (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%. For personalised jewellery, highlighting customisation options is key.

IF IT WERE US

Add clear value proposition text to the primary image/video of at least 50% of creatives. Highlight personalisation, pricing, or gift occasions. **~1 hour**

False retargeting campaign detection

CRITICAL

CALCULATED

WHAT'S HAPPENING

3/8 non-ASC retargeting campaigns have NO custom audience. These are effectively prospecting campaigns disguised as retargeting: NM.IPProductsISocialRetargetingITIconve, NM.IPProductsISocialRetargetingIDEIconve, NM.IPProductsISocialRetargetingFRISales.

WHY IT MATTERS

3 catalog sales campaigns in IT, DE, and FR are labelled as retargeting but have no custom audiences. They are effectively prospecting campaigns disguised as retargeting, distorting funnel analysis.

IF IT WERE US

Add custom audiences (website visitors, engagers) to the 3 false RTG catalog campaigns in IT, DE, and FR. Without custom audiences, these are prospecting, not retargeting. **~10 min**

Campaign objective alignment with sales goal

HIGH

VERIFIED

WHAT'S HAPPENING

1 active campaigns use non-sales objectives: OUTCOME_ENGAGEMENT. Ensure these support the purchase funnel.

WHY IT MATTERS

1 campaign using OUTCOME_ENGAGEMENT instead of sales objectives diverts budget away from conversions. Ensure all campaigns support the purchase funnel.

IF IT WERE US

Re-evaluate the OUTCOME_ENGAGEMENT campaign. Either align it to a sales objective or ensure it serves an explicit top-of-funnel role. **~15 min**

ASC existing customer budget cap

HIGH

ESTIMATED

WHAT'S HAPPENING

Found 9 ASC campaigns (6 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 9 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**

Budget utilization rate

MEDIUM

CALCULATED

WHAT'S HAPPENING

Average budget utilization: 63%. Some budget going unspent — review targeting breadth.

WHY IT MATTERS

At 63% utilization, over a third 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**

All 19 campaigns from the analysis period. Green ROAS indicates profitable performance (>2.0x).

CAMPAIGN	SPEND	IMPRESSIONS	PURCHASES	ROAS	CPA	CPM
NM.Products Social Retargeting ITI Conversions_CatalogSales Italy	EUR 4,230.56	895,007	376	8.15x	EUR 11.25	EUR 4.73
NM.Products Social Retargeting ITI Conversions_Website_Purchase Italy New	EUR 5,036.84	1,647,133	323	5.83x	EUR 15.59	EUR 3.06
NM.Products Social Conversions_Website_Purchase ESI ASC+ Campaign Spain	EUR 1,808.49	604,688	117	5.95x	EUR 15.46	EUR 2.99
NM.Products Social Retargeting FRI Sales_Website_Purchase FRANCE	EUR 9,234.18	2,325,903	690	7.12x	EUR 13.38	EUR 3.97
NM.Products Social Retargeting FRI Sales_CatalogSales FRANCE	EUR 5,115.66	1,037,321	606	11.77x	EUR 8.44	EUR 4.93
NM.Products Social Retargeting DEI Conversions_CatalogSales Germany- NEW2	EUR 123.22	12,923	7	4.68x	EUR 17.60	EUR 9.53
NM.Products Social Conversions_Website_Purchase FRI ASC+ Campaign FRANCE - OLD	EUR 1,221.73	299,295	144	11.41x	EUR 8.48	EUR 4.08
NM.Products Social Sales_Website_Purchase ASC+ Campaign Tier3_Markets	EUR 669.75	144,839	6	0.72x	EUR 111.62	EUR 4.62
NM.Products Social Conversions_Website_Purchase DEI ASC+ Campaign Germany- NEW	EUR 7,160.52	1,173,274	583	8.28x	EUR 12.28	EUR 6.10
NM.Products Social Conversions_Website_Purchase ITI ASC+ Campaign Italy - NEW	EUR 9,644.98	3,706,392	842	8.15x	EUR 11.45	EUR 2.60
NM.Products Social Conversions_Website_Purchase UKI ASC+ Campaign UK	EUR 7,246.18	1,294,557	467	6.96x	EUR 15.52	EUR 5.60
NM.Products Social Retargeting UK+DE Sales_Website_Purchase UK+DE	EUR 6,309.92	690,998	424	6.79x	EUR 14.88	EUR 9.13
NM.Lead Social Prospecting UKI Leads UK	EUR 1,454.48	217,426	0	0.00x	—	EUR 6.69
NM.Products Social Retargeting Tier3 Sales_Website_Purchase Tier3	EUR 1,660.60	140,698	32	2.48x	EUR 51.89	EUR 11.80
NM.Products Social Conversions_AddtoCart FRI ASC+ Campaign FRANCE	EUR 0.94	89	2	309.10x	EUR 0.47	EUR 10.56
NM.Products Social Conversions_Website_Purchase FRI ASC+ Campaign FRANCE - NEW	EUR 14,265.71	3,816,702	1165	8.00x	EUR 12.25	EUR 3.74
NM.Interactions Social VideoViews FR	EUR 2,524.07	2,188,731	0	0.00x	—	EUR 1.15

CAMPAIGN	SPEND	IMPRESSIONS	PURCHASES	ROAS	CPA	CPM
NM.Products Social Retargeting UK Conversions_CatalogSales UK	EUR 55.44	1,395	0	0.00x	—	EUR 39.74
NM.Products Social Conversions_Website_Purchase UK ASC+_Campaign UK Test-NM-Studio	EUR 50.13	11,160	2	4.65x	EUR 25.07	EUR 4.49

These 5 actions can be completed in under **52 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 0/6 prospecting ad sets (0%) exclude audiences. Prospecting budget is likely reaching existing customers — exclude purchasers and website visitors from prospecting campaigns.	10 min
False retargeting detection 3/8 non-ASC retargeting campaigns have NO custom audience. These are effectively prospecting campaigns disguised as retargeting: NM.IPProductsISocialIRetargetingIITIConve, NM.IPProductsISocialIRetargetingIDEIConve, NM.IPProductsISocialIRetargetingIFRISales.	10 min
ASC+ existing customer budget cap Found 9 ASC campaigns (6 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: **52 minutes**

A phased plan to move from **Grade D (52.1)** to **Grade C+ (80+)** in four weeks, protecting your strong ROAS while closing structural gaps.

WEEK 1 Fix Foundation

52 → ~62

Install and verify Meta Pixel on all pages. Fix 3 false RTG catalog campaigns (IT, DE, FR) by adding custom audiences. Set existing customer budget cap on all 9 ASC campaigns. Add purchaser exclusions to prospecting ad sets.

WEEK 2 Strengthen Creatives

62 → ~70

Add video and carousel formats to break the single-format limitation. Boost top organic posts for social proof. Create audience-specific creative variants for prospecting vs retargeting. Refresh stale creatives (70+ days old).

WEEK 3 Improve Structure

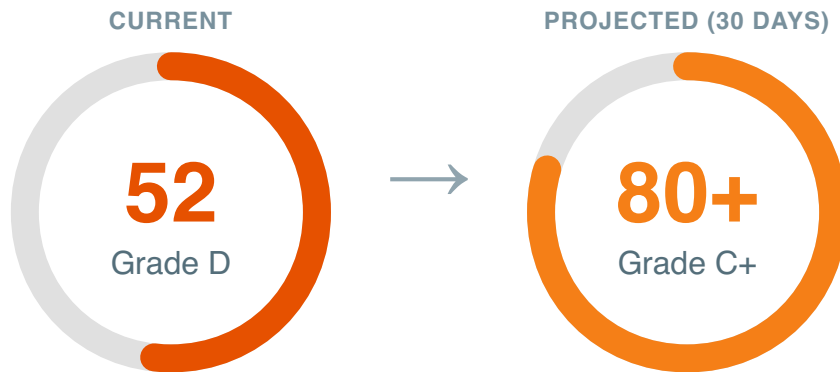
70 → ~78

Consolidate 14 active campaigns to 5 or fewer per market. Fix overlapping ad sets to eliminate auction self-competition. Improve budget utilization from 63% toward 85%+. Add text overlays with value propositions to more creatives.

WEEK 4 Monitor & Optimise

78 → 80+

Run lift tests to validate the strong 7.27x ROAS. Review frequency and audience fatigue weekly. Launch A/B tests via Meta Experiments. Set up automated rules for spend pacing alerts. Monitor Q1 CPA trend for structural improvements.



Ready to fix these issues?

Your account generates EUR 7.27 for every EUR 1 spent — outstanding. But structural gaps in tracking, creative diversity, and campaign hygiene are leaving money on the table. Our team can address every finding in 30 days.

[BOOK A STRATEGY CALL](#)

Next Momentum — hello@nextmomentum.io

DATA PROVENANCE

Account ID	act_160529217450882
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)