

Next Momentum

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Eclo



Meta Ads Health Check

64-Point Performance Assessment

December 2, 2025 — March 2, 2026

EUR 85,844.79

TOTAL SPEND ANALYSED

Up to 64

POINTS ASSESSED



34.2% of your reported purchases come from users who saw your ad but never clicked. Your reported ROAS of 1.2x may actually be closer to 0.8x on a click-only basis.



ROAS is marginal at 1.19x — above breakeven but fragile, with mixed year-over-year trends. Q4 2024 vs Q4 2025: Spend +27.5%. Q1 2025 vs Q1 2026: Spend +36.8%. These findings will help consolidate gains.

Attribution Health

34.2% of purchases are post-view, inflating reported ROAS from a click-only **0.76x** to a reported **1.19x**.



View-only revenue: **EUR 36,765.53** — Revenue above ad spend: **EUR 15,978.22**

(Revenue minus ad spend only — excludes COGS, shipping, returns, fees)

Revenue Range (reported vs click-only)

- Upper: **EUR 15,978.22** above ad spend (*reported — includes 34.2% post-view*)
- Lower: **EUR 20,787.31** below ad spend (*click-only — conservative*)

True incremental contribution is between these figures.

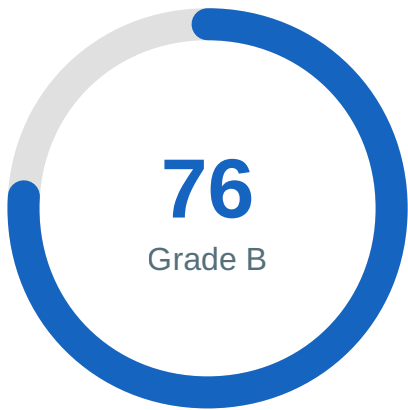
How we calculated this

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 1.19x, the account spent **EUR 85,844.79** and generated **EUR 101,823.01** in revenue — revenue above ad spend: **EUR 15,978.22**.

(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

25 Pass

12 Warning

4 Fail

23 N/A

July 17

Seasonal Context

ROAS of 1.19x with 0.76x on click-only basis. Review the trend charts below for seasonal vs structural context.

YEAR-OVER-YEAR TRENDS

Q4 2024 vs Q4 2025

Spend +27.5%

ROAS N/A

CPA N/A

Q1 2025 vs Q1 2026

Spend +36.8%

ROAS N/A

CPA N/A

Category Breakdown

Pixel / CAPI	LIMITED DATA		N/A	2/10 evaluated
Creative			75 (C)	13/16 evaluated
Structure			76 (B)	17/22 evaluated
Audience			67 (C)	4/8 evaluated
Funnel			84 (B)	5/8 evaluated

Retention vs Acquisition

1.3% EXISTING CUSTOMERS **98.7%** NEW CUSTOMERS

STAGE	PURCHASES	SHARE
prospecting	2377	98.7%
retargeting	32	1.3%

Total purchases: 2409

Prospecting Economics

PROSPECTING ROAS: **1.19x** NCAC PROXY: **EUR 35.50**

BLENDED CPA: **EUR 35.64** PROSP. SPEND SHARE: **98.3%**

Prospecting spend: EUR 84,386.64 • Purchases: 2377

CPA Trend

EARLY CPA: **EUR 38.30** LATE CPA: **EUR 34.16**

↓

-10.8% — improving

Revenue Quality

REPORTED ROAS: **1.19x** CLICK-ONLY ROAS: **0.76x**

Post-view share: 34.2%

REPORTED ABOVE SPEND
EUR 15,978.22

CLICK-ONLY ABOVE SPEND
EUR 20,787.31

Revenue: EUR 101,823.01 (reported) / EUR 65,057.48 (click) • Spend: EUR 85,844.79

Revenue Cross-Reference: Meta vs GA4

Independent validation of Meta-reported purchase revenue

GA4 data not available

No GA4 property found for Meta account 'poderm'

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.

Number of creatives per ad set

HIGH

VERIFIED

WHAT'S HAPPENING

Average 2.7 ads per active ad set. 17 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

Campaign objective alignment with sales goal

HIGH

VERIFIED

WHAT'S HAPPENING

3/6 active campaigns use non-sales objectives, accounting for 0% of total spend (EUR 0): Publication Instagram : Ajoutez une dose (LINK_CLICKS, EUR 0, 0% of spend); Publication Instagram : NEW Découvrez le p (LINK_CLICKS, EUR 0, 0% of spend); Publication Instagram : Beaucoup pensent (LINK_CLICKS, EUR 0, 0% of spend). Misaligned objectives waste budget on non-purchase actions.

WHY IT MATTERS

Campaigns using non-sales objectives may not be aligned with the primary purchase goal, potentially wasting budget on non-converting actions.

IF IT WERE US

Review campaigns with non-sales objectives. If they support the purchase funnel, keep them. Otherwise, reallocate budget to sales-objective campaigns. ~15 min

Social proof through organic post boosting

MEDIUM

CALCULATED

WHAT'S HAPPENING

Only 0/486 (0%) creatives use organic posts. Boosting organic content adds social proof (likes, comments, shares). (This count includes all 486 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 0/486 (0%) creatives have text/USP. Creatives lack context — add text overlays with value propositions. (This count includes all 486 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

Post-view attribution inflation risk

CRITICAL

CALCULATED

WHAT'S HAPPENING

34.2% of conversions are post-view. At €42 AOV, this suggests over-attribution. Use click-only ROAS (0.76x) for decisions. Reported ROAS: 1.19x. The real ROAS is likely closer to the click-only figure.

WHY IT MATTERS

34.2% post-view conversions means a significant portion of attributed revenue may not be incremental. The click-only ROAS of 0.76x is a more conservative and realistic measure of true ad-driven revenue.

IF IT WERE US

With 34.2% 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.

iOS attribution window configuration

HIGH

VERIFIED

WHAT'S HAPPENING

8/12 use 7d/1d, 0 use 1d click only, 4 have other settings.

WHY IT MATTERS

Inconsistent attribution windows across ad sets make it impossible to compare campaign performance fairly. Standardize to 7-day click / 1-day view.

IF IT WERE US

Standardize all ad sets to use the recommended 7-day click / 1-day view attribution window. ~2 min

Video aspect ratio coverage (9:16 for Reels)

HIGH

ESTIMATED

WHAT'S HAPPENING

Found 59 video creatives. Verify that 9:16 aspect ratio is available for Reels/Stories placements.

WHY IT MATTERS

You have 59 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

Number of active campaigns (consolidation)

HIGH

VERIFIED

WHAT'S HAPPENING

6 active campaigns. Slightly fragmented — consider consolidating to improve learning phase efficiency.

WHY IT MATTERS

6 active campaigns can lead to budget fragmentation and slower learning. Consolidating to 3-5 campaigns lets Meta optimize delivery more effectively.

IF IT WERE US

Consolidate the 6 active campaigns to 3-5 core campaigns. Merge campaigns with similar objectives and audiences. **~1 hour**

Attribution window standardization

HIGH

VERIFIED

WHAT'S HAPPENING

8/12 use recommended 7d/1d setting. Standardize attribution windows across all ad sets.

WHY IT MATTERS

Non-standard attribution windows distort performance comparison. Standardize across all ad sets for accurate measurement.

IF IT WERE US

Update non-standard ad sets to use 7-day click / 1-day view attribution. ~2 min

Budget adequacy for learning phase exit

HIGH

CALCULATED

WHAT'S HAPPENING

1/2 ad sets have budget <2x CPA (EUR 35.56). May struggle to exit learning phase.

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

Audience overlap between ad sets

HIGH

ESTIMATED

WHAT'S HAPPENING

6/21 pairs (29%) 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

Purchaser exclusion from prospecting

HIGH

VERIFIED

WHAT'S HAPPENING

Only 7/10 prospecting ad sets (70%) 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

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

11/9870 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+ Shopping Campaigns testing

MEDIUM

VERIFIED

WHAT'S HAPPENING

No Advantage+ Sales campaigns detected. ASC typically outperforms manual campaigns for e-commerce (benchmark ROAS: 4.52:1).

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+ Placements usage

MEDIUM

VERIFIED

WHAT'S HAPPENING

3/7 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**

All 298 campaigns from the analysis period (6 active, 3 paused). Green ROAS indicates profitable ($\geq 2.0x$), orange indicates marginal (1.0-2.0x).

CAMPAIGN	SPEND	IMPRESSIONS	PURCHASES	ROAS	CPA	CPM
[B&V] DE - ACQ 	EUR 116.65	8,863	6	2.01x	EUR 19.44	EUR 13.16
[B&V] FR - RMKT 	EUR 150.08	10,308	1	0.24x	EUR 150.08	EUR 14.56
[B&V] FR - ACQ  	EUR 348.09	40,355	4	0.38x	EUR 87.02	EUR 8.63
[B&V] - FR - REACHAT 	EUR 20.06	2,869	0	0.00x	—	EUR 6.99
[B&V] DABA - FR	EUR 29.51	4,258	0	0.00x	—	EUR 6.93
Publication Instagram :  Découvrez le pouvoir...	EUR 9.83	1,365	0	0.00x	—	EUR 7.20
Publication Instagram : Ajoutez une dose à votre...	EUR 10.17	1,537	0	0.00x	—	EUR 6.62
[B&V] DE - ACQ 	EUR 109.50	9,040	3	0.99x	EUR 36.50	EUR 12.11
[B&V] FR - RMKT 	EUR 139.00	11,054	3	0.65x	EUR 46.33	EUR 12.57
[B&V] FR - ACQ  	EUR 413.10	42,281	10	1.00x	EUR 41.31	EUR 9.77
[B&V] - FR - REACHAT 	EUR 18.97	2,633	2	5.87x	EUR 9.48	EUR 7.20
[B&V] DABA - FR	EUR 8.96	1,110	0	0.00x	—	EUR 8.07
Publication Instagram :  Découvrez le pouvoir...	EUR 9.79	1,422	0	0.00x	—	EUR 6.88
Publication Instagram : Ajoutez une dose à votre...	EUR 9.97	1,567	0	0.00x	—	EUR 6.36
[B&V] DE - ACQ 	EUR 108.94	7,866	3	1.06x	EUR 36.31	EUR 13.85
[B&V] FR - RMKT 	EUR 140.07	10,165	2	0.90x	EUR 70.03	EUR 13.78
[B&V] FR - ACQ  	EUR 416.19	35,058	9	1.44x	EUR 46.24	EUR 11.87
[B&V] - FR - REACHAT 	EUR 20.09	2,988	0	0.00x	—	EUR 6.72
[B&V] DABA - FR	EUR 5.07	877	0	0.00x	—	EUR 5.78
Publication Instagram :  Découvrez le pouvoir...	EUR 10.31	1,351	0	0.00x	—	EUR 7.63
Publication Instagram : Ajoutez une dose à votre...	EUR 9.81	1,468	0	0.00x	—	EUR 6.68
[B&V] DE - ACQ 	EUR 101.95	8,012	1	0.22x	EUR 101.95	EUR 12.72
[B&V] FR - RMKT 	EUR 128.62	10,327	0	0.00x	—	EUR 12.45
[B&V] FR - ACQ  	EUR 353.64	28,570	8	1.14x	EUR 44.20	EUR 12.38
[B&V] - FR - REACHAT 	EUR 20.07	3,107	0	0.00x	—	EUR 6.46
[B&V] DABA - FR	EUR 4.73	936	0	0.00x	—	EUR 5.05
Publication Instagram :  Découvrez le pouvoir...	EUR 9.87	1,051	0	0.00x	—	EUR 9.39

CAMPAIGN	SPEND	IMPRESSIONS	PURCHASES	ROAS	CPA	CPM
Publication Instagram : Ajoutez une dose à votre...	EUR 9.76	1,339	0	0.00x	—	EUR 7.29
Publication Instagram : Beaucoup pensent...	EUR 6.78	1,191	0	0.00x	—	EUR 5.69
[B&V] DE - ACQ 	EUR 95.48	7,310	4	1.34x	EUR 23.87	EUR 13.06
[B&V] FR - RMKT 	EUR 101.93	7,748	6	2.18x	EUR 16.99	EUR 13.16
[B&V] FR - ACQ  	EUR 339.81	29,229	11	1.28x	EUR 30.89	EUR 11.63
[B&V] - FR - REACHAT 	EUR 20.04	3,337	1	3.48x	EUR 20.04	EUR 6.01
[B&V] DABA - FR	EUR 4.70	842	0	0.00x	—	EUR 5.58
Publication Instagram :  Découvrez le pouvoir...	EUR 4.56	524	0	0.00x	—	EUR 8.70
Publication Instagram : Ajoutez une dose à votre...	EUR 4.96	610	0	0.00x	—	EUR 8.13
Publication Instagram : Beaucoup pensent...	EUR 9.38	1,393	0	0.00x	—	EUR 6.73
[B&V] DE - ACQ 	EUR 121.15	11,776	9	3.74x	EUR 13.46	EUR 10.29
[B&V] FR - RMKT 	EUR 140.59	10,639	3	1.68x	EUR 46.86	EUR 13.21
[B&V] FR - ACQ  	EUR 447.21	39,833	12	0.91x	EUR 37.27	EUR 11.23
[B&V] - FR - REACHAT 	EUR 21.31	3,405	0	0.00x	—	EUR 6.26
[B&V] DABA - FR	EUR 5.71	933	1	5.82x	EUR 5.71	EUR 6.12
Publication Instagram : Beaucoup pensent...	EUR 10.75	1,663	0	0.00x	—	EUR 6.46
[B&V] DE - ACQ 	EUR 113.05	9,262	3	0.72x	EUR 37.68	EUR 12.21
[B&V] FR - RMKT 	EUR 115.04	9,186	6	1.89x	EUR 19.17	EUR 12.52
[B&V] FR - ACQ  	EUR 402.17	46,088	8	0.88x	EUR 50.27	EUR 8.73
[B&V] - FR - REACHAT 	EUR 20.32	2,707	1	2.90x	EUR 20.32	EUR 7.51
[B&V] DABA - FR	EUR 1.24	183	0	0.00x	—	EUR 6.78
Publication Instagram : Beaucoup pensent...	EUR 10.34	1,698	0	0.00x	—	EUR 6.09
[B&V] DE - ACQ 	EUR 109.50	9,055	2	0.80x	EUR 54.75	EUR 12.09
[B&V] FR - RMKT 	EUR 124.65	8,661	5	2.35x	EUR 24.93	EUR 14.39
[B&V] FR - ACQ  	EUR 409.78	48,796	7	0.78x	EUR 58.54	EUR 8.40
[B&V] - FR - REACHAT 	EUR 19.23	2,202	0	0.00x	—	EUR 8.73
Publication Instagram : Beaucoup pensent...	EUR 9.63	1,695	0	0.00x	—	EUR 5.68
[B&V] DE - ACQ 	EUR 108.71	8,595	2	0.98x	EUR 54.35	EUR 12.65




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 **2719 ads** across 3 formats (2536 share, 109 video, 74 unknown). Top 3 ads account for **3%** of total spend.




0 - LAUNCH NAIL CORRECTOR | 1 - V [SHARE](#)
EUR 921.81 spent | 0.0x click ROAS | 34 days | **LOW**
fatigue risk




1 - VID | 2 - STYLO MYCOSE DES ONC [SHARE](#)
EUR 879.16 spent | 0.0x click ROAS | 55 days | **LOW**
fatigue risk




1 - VID | 2 - STYLO MYCOSE DES ON
EUR 838.97 spent | 0.0x click ROAS | 55 days | **LOW**
fatigue risk



1 - VID | 2 - STYLO MYCOSE DES ONC [SHARE](#)
EUR 816.23 spent | 0.0x click ROAS | 55 days | **LOW**
fatigue risk



1 - VID | 2 - STYLO MYCOSE DES ONC [SHARE](#)
EUR 761.81 spent | 0.0x click ROAS | 55 days | **LOW**
fatigue risk



0 - LAUNCH NAIL CORRECTOR | 1 -
EUR 733.66 spent | 0.0x click ROAS | 35 days | **LOW**
fatigue risk


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

These 2 actions can be completed in under **12 minutes** total and will immediately improve data quality and budget efficiency.

ACTION / DETAIL	TIME
Attribution window standardisation Standardise all ad sets to 7-day click / 1-day view attribution.	2 min
Exclusion audiences Only 7/10 prospecting ad sets (70%) have exclusions. Some prospecting budget may be spent on existing customers.	10 min

Total estimated time: **12 minutes**

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 → ~91

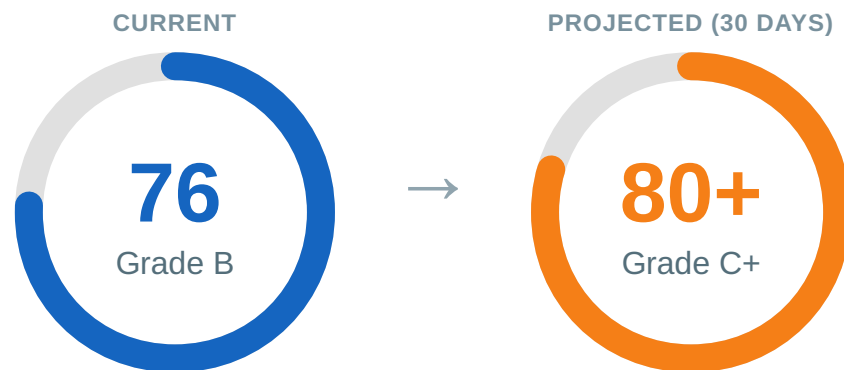
Quick fixes in Ads Manager: +15 pts estimated. Fix attribution windows, bid strategies, placements, exclusions, and ASC customer budget caps.

PHASE 2 (WEEK 3-6) Creative Production 91 → ~100

New formats, video content, refreshed assets: +9 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 100 → ~100

Funnel rebuild, audience strategy, scaling: +0 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 65,057.48** (*click-only*) and **EUR 101,823.01** (*reported*).

With 34.2% 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 1.19x masks a click-only ROAS of just 0.76x. 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	41/64 (23 require manual verification or data)
Scoring Model	v4.2