

Next Momentum

×

Skin&Out

Meta Ads Health Check

55-Point Performance Assessment

December 2, 2025 — March 2, 2026

EUR 67,363.99

TOTAL SPEND ANALYSED

55 checks

PERFORMED



60% of your reported purchases come from users who saw your ad but never clicked. Your reported ROAS of 2.8x may actually be closer to 1.2x on a click-only basis.



ROAS is 2.81x — marginally profitable, but fragile. 60% of attributed purchases are post-view (never clicked). Click-only ROAS is just 1.16x — barely above breakeven. YoY trends are worsening: Q1 CPA is up 17% while ROAS is down 8%. Without fixing attribution inflation and efficiency gaps, profitability is at risk.

Attribution Health

59.6% of purchases are post-view, inflating the reported ROAS from a click-only **1.16x** to the reported **2.81x**. The click-only figure is barely above break-even — this is the #1 concern.

REPORTED ROAS

2.81x



CLICK-ONLY ROAS

1.16x

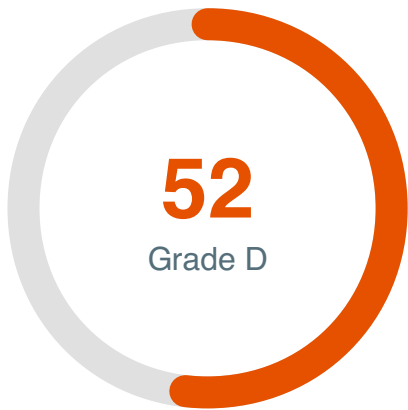
View-only revenue: **EUR 111,417.78** — Net profit over period: **EUR 122,226.03**

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 2.81x, the account spent **EUR 67,363.99** and generated **EUR 189,590.02** in revenue — a net profit of **EUR 122,226.03**. However, click-only revenue was just **EUR 78,172.24**.

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

15 Pass

6 Warning

11 Fail

23 N/A



Seasonal Context

Your CPA is stable between Q4 and Q1 (€23 → €23), consistent with last year's pattern.

YEAR-OVER-YEAR PERFORMANCE

Q4 2024 vs Q4 2025

Spend +64.1%

ROAS -1.5%

CPA +7.7%

Q1 2025 vs Q1 2026

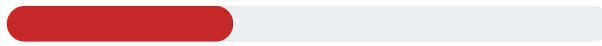
Spend +9.2%

ROAS -8.1%

CPA +17.0%

Category Breakdown

Pixel / CAPI LIMITED DATA



38 (F)

2/10 evaluated

Creative



53 (D)

10/15 evaluated

Structure



60 (C)

12/18 evaluated

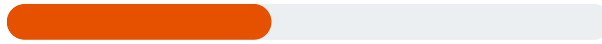
Audience



50 (D)

4/8 evaluated

Funnel



44 (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. With only a 2.81x reported ROAS (1.16x click-only), 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 Skin&Out 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 skincare products and routines in each format for optimal delivery. **~15 min**

Post-view attribution inflation risk

CRITICAL

CALCULATED

WHAT'S HAPPENING

59.6% of your reported purchases come from users who saw your ad but never clicked. Your reported ROAS of 2.81x is likely inflated — click-only ROAS is 1.16x. This means your actual return may be 1.65x lower than reported.

WHY IT MATTERS

59.6% post-view conversions massively inflates the reported ROAS from a click-only 1.16x to 2.81x. The click-only ROAS is barely above breakeven, meaning the account is only marginally profitable on verifiable clicks. Running lift tests is essential to confirm true incremental value.

IF IT WERE US

Run lift tests to validate whether the 2.81x ROAS reflects true incremental value. With 60% post-view and click-only ROAS of just 1.16x, this is urgent. Consider shifting attribution to 7-day click only. **~15 min**

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 demos or before/after skincare routines outperform static images in these placements. **~2 hours**

Number of active campaigns (consolidation)

HIGH

VERIFIED

WHAT'S HAPPENING

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

WHY IT MATTERS

16 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 16 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

16/17 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

7/8 ad sets have budget <2x CPA (EUR 23.30). 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 47/day each (2x CPA). **~30 min**

Purchaser exclusion from prospecting

HIGH

VERIFIED

WHAT'S HAPPENING

Only 0/19 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 0/327 (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 a skincare brand, social proof and before/after testimonials are 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 0/327 (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 skincare, highlighting ingredients and visible results is key.

IF IT WERE US

Add clear value proposition text to the primary image/video of at least 50% of creatives. Highlight key ingredients, skin results, or promotional offers. **~1 hour**

Budget utilization rate

MEDIUM

CALCULATED

WHAT'S HAPPENING

Average budget utilization: 49%. 10 ad sets below 60%. Significant budget waste — audiences too narrow or bids too low.

WHY IT MATTERS

At 49% utilization, over half 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**

False retargeting campaign detection

CRITICAL

CALCULATED

WHAT'S HAPPENING

1/3 non-ASC retargeting campaigns have NO custom audience. These are effectively prospecting campaigns disguised as retargeting: Adsteroid | Retargeting | Catalogue NEW.

WHY IT MATTERS

'Adsteroid | Retargeting | Catalogue NEW' is labelled as retargeting but has no custom audiences. It is effectively a prospecting campaign disguised as retargeting, distorting funnel analysis.

IF IT WERE US

Add custom audiences (website visitors, engagers) to the false RTG catalog campaign 'Adsteroid | Retargeting | Catalogue NEW'. Without custom audiences, it is prospecting, not retargeting. **~10 min**

Number of creatives per ad set

HIGH

VERIFIED

WHAT'S HAPPENING

Average 6.7 ads per active ad set. 10 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 under-stocked ad set, including at least one video and one carousel. **~2 hours**

Campaign objective alignment with sales goal

HIGH

VERIFIED

WHAT'S HAPPENING

2 active campaigns use non-sales objectives: OUTCOME_TRAFFIC, OUTCOME_LEADS. Ensure these support the purchase funnel.

WHY IT MATTERS

Campaigns using non-sales objectives divert budget away from conversions. Ensure all campaigns support the purchase funnel.

IF IT WERE US

Re-evaluate non-sales campaigns. Either align them to a sales objective or ensure they serve an explicit top-of-funnel role. **~15 min**

Audience overlap between ad sets

HIGH

ESTIMATED

WHAT'S HAPPENING

94/253 pairs (37%) 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 4 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 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**

All 22 campaigns from the analysis period. Green ROAS indicates profitable performance (>2.0x), amber is marginal (1-2x), red is unprofitable (<1x).

CAMPAIGN	SPEND	IMPRESSIONS	PURCHASES	ROAS	CPA	CPM
FR - Adsteroid Retargeting	EUR 4,845.09	987,550	221	3.21x	EUR 21.92	EUR 4.91
FR - Adsteroid Réengagement	EUR 1,823.39	470,627	616	21.69x	EUR 2.96	EUR 3.87
Adsteroid Retargeting Catalogue NEW	EUR 464.89	27,563	8	1.70x	EUR 58.11	EUR 16.87
FR - Adsteroid Acquisition Catalogue	EUR 314.66	52,281	6	1.69x	EUR 52.44	EUR 6.02
FR - Adsteroid ASC+ Bento	EUR 7,796.89	1,596,582	327	3.00x	EUR 23.84	EUR 4.88
Adsteroid ASC+ Temps forts	EUR 375.06	73,158	24	4.98x	EUR 15.63	EUR 5.13
FR - Adsteroid Noto traffic	EUR 3,939.55	1,665,314	0	0.00x	—	EUR 2.37
FR - Adsteroid Acquisition - Test	EUR 16,916.98	3,045,624	558	2.06x	EUR 30.32	EUR 5.55
FR - Adsteroid ASC+	EUR 15,359.54	3,016,698	705	3.10x	EUR 21.79	EUR 5.09
FR - B2M-[SKIN&OUT]-[CPA] - ASC+ Campagne	EUR 349.54	58,872	7	1.21x	EUR 49.93	EUR 5.94
FR - Adsteroid ADV+ Patchs	EUR 3,086.90	623,168	83	1.29x	EUR 37.19	EUR 4.95
FR - Adsteroid ADV+ Kit IN	EUR 1,400.84	255,472	39	2.11x	EUR 35.92	EUR 5.48
FR - Adsteroid Media Ads	EUR 2,895.96	541,108	136	2.65x	EUR 21.29	EUR 5.35
FR - Adsteroid Lead BtoB pharma	EUR 1,818.96	226,002	0	0.00x	—	EUR 8.05
Adsteroid ADV+ Temps fort (V2 test)	EUR 0.00	0	3	0.00x	EUR 0.00	EUR 0.00
BE - Adsteroid ADV+ Acquisition	EUR 3,055.54	641,701	74	1.40x	EUR 41.29	EUR 4.76
Adsteroid Lead AVP Masque Cica	EUR 428.10	54,233	0	0.00x	—	EUR 7.89
FR - Adsteroid Masque Cica	EUR 1,104.38	243,110	37	2.18x	EUR 29.85	EUR 4.54
FR - Adsteroid ADV+ Patch XL	EUR 392.99	82,706	10	1.28x	EUR 39.30	EUR 4.75
FR - Adsteroid ADV+ NC	EUR 348.79	89,481	11	2.22x	EUR 31.71	EUR 3.90
FR - Adsteroid ADV+ Bento	EUR 511.67	106,798	17	3.43x	EUR 30.10	EUR 4.79
BE - Adsteroid Retargeting	EUR 134.27	27,789	9	3.79x	EUR 14.92	EUR 4.83

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 0/19 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 1/3 non-ASC retargeting campaigns have NO custom audience. These are effectively prospecting campaigns disguised as retargeting: Adsteroid Retargeting Catalogue NEW.	10 min
ASC+ existing customer budget cap Found 4 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: **52 minutes**

A phased plan to move from **Grade D (52.1)** to **Grade C+ (80+)** in four weeks. Priority #1 is validating true incremental ROAS — with 60% post-view attribution, the reported 2.81x may be masking marginal real-world profitability.

WEEK 1 Fix Foundation

52 → ~62

Install and verify Meta Pixel on all pages. Fix the false RTG catalog campaign by adding custom audiences. Set existing customer budget cap on all ASC campaigns. Add purchaser exclusions to prospecting ad sets. Run lift tests to validate the 2.81x ROAS given 60% post-view attribution.

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. Highlight skincare routines and ingredient stories in video content.

WEEK 3 Improve Structure

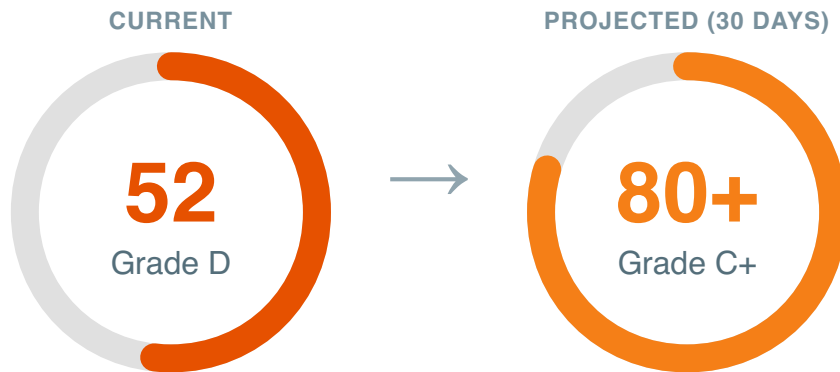
70 → ~78

Consolidate 16 active campaigns to 5 or fewer per market. Fix overlapping ad sets to eliminate auction self-competition. Improve budget utilization from 49% toward 85%+. Consolidate under-budgeted ad sets to exit learning phase.

WEEK 4 Monitor & Optimise

78 → 80+

Analyse lift test results to determine true incremental ROAS. Review frequency and audience fatigue weekly. Launch A/B tests via Meta Experiments. Set up automated rules for spend pacing alerts. Monitor CPA trend to reverse the YoY worsening pattern.



Ready to fix these issues?

Your account generates EUR 2.81 for every EUR 1 spent — but 60% of attributed purchases are post-view, meaning click-only ROAS is just 1.16x. YoY trends show worsening efficiency with CPA up 17%. Fixing attribution, creative diversity, and campaign structure will protect and grow your margins.

[BOOK A STRATEGY CALL](#)

Next Momentum — hello@nextmomentum.io

DATA PROVENANCE

Account ID	act_791436091675446
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)