

Next Momentum

×

Skin&Out

Meta Ads Health Check

63-Point Performance Assessment

December 2, 2025 — March 2, 2026

EUR 67,363.99

TOTAL SPEND ANALYSED

Up to 63

POINTS ASSESSED



59.6% 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 — reported ROAS likely inflated — click-only ROAS is 1.16x, declining year-over-year. 59.6% of attributed purchases are post-view (never clicked). Click-only ROAS is just 1.16x. 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%. Addressing the issues in this report will protect and improve performance.

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** — Revenue above ad spend: **EUR 122,226.03**

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

Revenue Range (reported vs click-only)

- Upper: **EUR 122,226.03** above ad spend (*reported — includes 59.6% post-view*)
- Lower: **EUR 10,808.25** above ad spend (*click-only — conservative*)

True incremental contribution is between these figures.

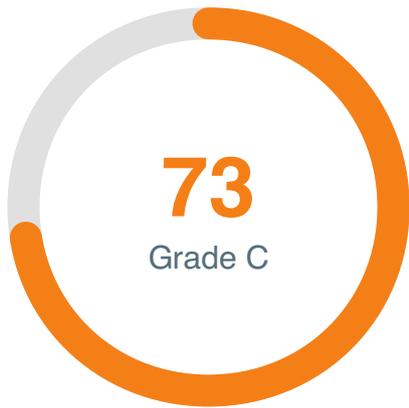
How we calculated this

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 2.81x, the account spent **EUR 67,363.99** and generated **EUR 189,590.02** in revenue — revenue above ad spend: **EUR 122,226.03**. However, click-only revenue was just **EUR 78,172.24**.

(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

73/100

Grade C – Needs Improvement



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

YEAR-OVER-YEAR TRENDS

Q4 2024 vs Q4 2025		Q1 2025 vs Q1 2026	
Spend +64.1%	ROAS -1.5%	Spend +9.2%	ROAS -8.1%
CPA +7.7%		CPA +17.0%	

Category Breakdown

Pixel / CAPI <small>LIMITED DATA</small>		N/A	2/10 evaluated
Creative		78 (B)	11/16 evaluated
Structure		65 (C)	15/21 evaluated
Audience		83 (B)	4/8 evaluated
Funnel		55 (D)	7/8 evaluated

RETENTION VS ACQUISITION



STAGE	PURCHASES	SHARE
retargeting	854	29.5%
prospecting	2037	70.5%

Total purchases: 2891

PROSPECTING ECONOMICS

PROSPECTING ROAS

2.22x

NEW CUSTOMER ACQ. COST

EUR 29.50

BLENDED CPA

EUR 23.30

PROSPECTING SPEND

EUR 60,096.35 (89%)

Prospecting purchases: 2037

REVENUE QUALITY

REPORTED ROAS

2.81x

CLICK-ONLY ROAS

1.16x

POST-VIEW %

59.6%

- Reported revenue above spend: **EUR 122,226.03** above
- Click-only revenue above spend: **EUR 10,808.25** above

Total spend: EUR 67,363.99 — Total revenue: EUR 189,590.02 — Click revenue: EUR 78,172.24

CPA TREND

EARLY PERIOD

EUR 24.12



LATE PERIOD

EUR 22.85

-5.2% — stable

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.

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. Use click-only ROAS for decisions. Consider a lift test.

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 a more realistic measure of true ad-driven revenue. Running lift tests is essential to confirm true incremental value.

IF IT WERE US

With 59.6% post-view attribution, these actions are urgent. Your reported ROAS is likely significantly overstated.

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.

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 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 16 active campaigns to 3-5 core campaigns. Merge campaigns with similar objectives and audiences. **~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 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

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

Increase budgets on under-funded ad sets to at least 2x the target CPA. Alternatively, consolidate into fewer ad sets. **~15 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). (This count includes all 327 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 0/327 (0%) creatives have text/USP. Creatives lack context — add text overlays with value propositions. (This count includes all 327 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**

Budget utilization rate

MEDIUM

CALCULATED

WHAT'S HAPPENING

Average budget utilization: 55%. 7 ad sets below 60%. Significant budget waste — audiences too narrow or bids too low.

WHY IT MATTERS

At 55% utilization, more than a third of allocated budget is not being spent. This signals audience or bid constraints.

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

1/3 retargeting campaign(s) have no custom audience: **Adsteroid | Retargeting | Catalogue NEW**. These are actually prospecting in disguise, inflating retargeting ROAS and distorting funnel measurement.

IF IT WERE US

Add a website visitors custom audience to **Adsteroid | Retargeting | Catalogue NEW**, or reclassify as prospecting with appropriate exclusions. **~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 the 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

Found 154 video creatives. Verify that 9:16 aspect ratio is available for Reels/Stories placements.

WHY IT MATTERS

You have 154 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 objective alignment with sales goal

HIGH

VERIFIED

WHAT'S HAPPENING

2/16 active campaigns use non-sales objectives, accounting for 0% of total spend (EUR 0): FR - Adsteroid I Noto traffic (OUTCOME_TRAFFIC, EUR 0, 0% of spend); FR - Adsteroid I Lead BtoB pharma (OUTCOME_LEADS, EUR 0, 0% of spend). Ensure these support the purchase funnel.

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**

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) 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.

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**

Existing customer purchase concentration

HIGH

ESTIMATED

WHAT'S HAPPENING

30% of purchases come from existing-customer campaigns. A significant portion of conversions may be from users who would have purchased anyway. Consider shifting budget to prospecting.

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**

All 22 campaigns from the analysis period (16 active, 6 paused). 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

Active ads analysed: **155** — Account average CTR: **1.30%**

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

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

ACTION / DETAIL	TIME
Switch to click-only ROAS for reporting Your reported ROAS includes 59.6% post-view attribution. Use 7-day click only for all budget decisions until a lift test confirms incrementality.	2 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

Total estimated time: **12 minutes**

Verify First (requires manual check in Ads Manager)

VERIFY FIRST — ASC+ existing customer budget cap Found 4 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)	2 min
--	--------------

A phased plan to move from **73/100** to **~100/100** in three phases, prioritizing quick wins first.



PHASE 1 (WEEK 1–2) Settings & Configuration 73 → ~80

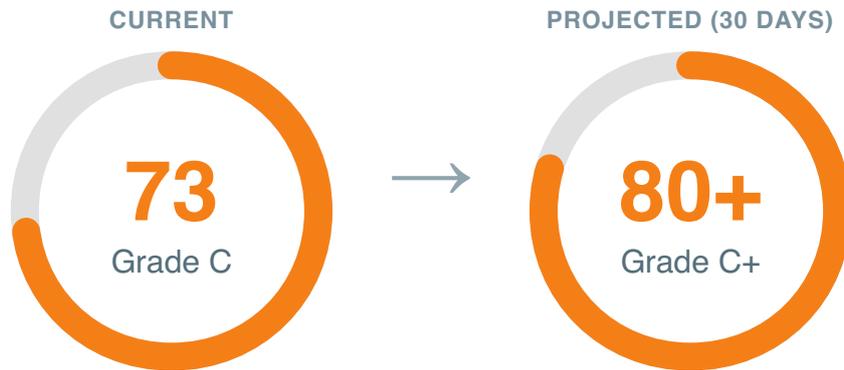
Quick fixes in Ads Manager: +7 pts estimated. Fix attribution windows, bid strategies, placements, exclusions, and ASC customer budget caps.

PHASE 2 (WEEK 3–6) Creative Production 80 → ~90

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 90 → ~100

Funnel rebuild, audience strategy, scaling: +10 pts estimated. Run lift tests, fix false retargeting, optimize funnel budget split, consolidate campaigns and address structural issues.



Ready to protect & improve your ROAS?

Your account is profitable at 2.81x ROAS but fragile — click-only ROAS is 1.16x. 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_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	39/63 (24 require manual verification or data)
Scoring Model	v4.2