FREE FIELD SHEET · Nº 001
ISSUED 26 OCT 2026

KEYWORD
AUDIT

THE 47-POINT META ADS AUDIT

What I check before I tell a client anything

CHECKS	DO FIRST	PARTS	COST
47	6	7	Free



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10+ yrs · $8M+ ad spend managed · 150+ page-one rankings

This is the actual order I work in. It starts with tracking, because if conversions are wrong then every decision after that is wrong too, and most accounts I open have something broken in the first section.

ON THIS SHEET

1	Tracking, do this first	9 CHECKS
2	Account structure	7 CHECKS
3	Audience and exclusions	7 CHECKS
4	Creative	7 CHECKS
5	Where the money leaks	8 CHECKS
6	Landing and post-click	4 CHECKS
7	Reporting and governance	5 CHECKS

TICK IT ON YOUR PHONE
youtube.hamzajameel.com/free/AUDIT

PART 1 OF 7 — 9 CHECKS

Tracking, do this first

If any of these fail, stop. Fixing campaigns on top of broken measurement just makes you confidently wrong, faster.

- [ ] 1.1 DO FIRST

Pixel fires once per page, not twice

Duplicate pixels are the single commonest cause of inflated conversions. Check with Meta Pixel Helper on three different page types.

- [ ] 1.2 DO FIRST

Conversions API is live and deduplicating against the pixel

Matching event_id on both sides. Without dedup you are double-counting, not double-measuring.

- [ ] 1.3

Event Match Quality is above 6.0 on your primary event

Below 6 and Meta is guessing who converted, which degrades optimisation.

- [ ] 1.4

The purchase or lead event passes a real value, not a placeholder

- [ ] 1.5

Test events fire in the correct order across a real journey

- [ ] 1.6

Domain is verified in Business Manager

- [ ] 1.7

Aggregated Event Measurement priorities match your actual funnel

The event you care about most must be priority 1, or iOS traffic optimises toward the wrong thing.

- [ ] 1.8

UTM parameters are on every ad, consistently formatted

Without this you cannot reconcile Meta's numbers against GA4 or your CRM.

- [ ] 1.9

GA4 and Meta disagree by less than 20% on the same conversion

They will never match. Beyond 20% something is genuinely broken.

PART 2 OF 7 — 7 CHECKS

Account structure

☐ 2.1 • DO FIRST

You know which campaigns are Advantage+ and which are not

Meta now starts most new campaigns in its recommended Advantage+ setup, so some may be running settings nobody chose.

☐ 2.2 • DO FIRST

Advantage+ detailed targeting status is recorded per campaign

Write down for each campaign whether Advantage+ audience is on before launch, so you know what the results are measuring.

☐ 2.3

Fewer than 8 active ad sets per campaign

Budget fragmentation keeps everything in learning forever.

☐ 2.4

No two ad sets target overlapping audiences

Use the Audience Overlap tool. Above 30% you are bidding against yourself.

☐ 2.5

Campaign budget optimisation is on where it should be

☐ 2.6

Legacy Advantage+ Shopping campaigns identified

They can no longer be created new. Anything still running is on borrowed time.

☐ 2.7

Ad sets exist under Advantage+ Sales where testing is needed

The flat structure is gone. You can segment again.

PART 3 OF 7 — 7 CHECKS

Audience and exclusions

☐ 3.1 DO FIRST

Existing customers are excluded from prospecting

The highest-return exclusion in almost every account, and the most often missing.

☐ 3.2

Recent purchasers excluded for the length of your repurchase cycle

☐ 3.3

Team, staff and your own IP excluded from retargeting

☐ 3.4

Lookalikes are built off a source of 1,000+ quality events

A lookalike from 80 conversions is noise wearing a suit.

☐ 3.5

Geographic targeting matches where you can actually deliver

In small markets broad delivery reaches outside your serviceable area before it finds the pattern.

☐ 3.6

Retargeting windows match the real consideration cycle

☐ 3.7

Account-level placement exclusions reviewed

Advertising Settings → Placement Controls. These override campaign level and have no 5% leak allowance.

PART 4 OF 7 — 7 CHECKS

Creative

Meta's ranking system evaluates far more ad variants in parallel than it used to. The lever moved from targeting to creative diversity, an account with three ads and forty interest groups is built backwards for how this now works.

☐ 4.1 DO FIRST

At least 5 genuinely different creative concepts running

Different concepts, not five colours of the same image.

☐ 4.2

Hook lands in the first 3 seconds

☐ 4.3

Every video works on mute

Most of your impressions are silent.

☐ 4.4

Vertical 9:16 assets exist for Reels and Stories

☐ 4.5

Creative is rotated before frequency passes 2.5

☐ 4.6

Ad copy passes the 125-character fold test

☐ 4.7

No creative older than 60 days still getting meaningful spend

PART 5 OF 7 — 8 CHECKS

Where the money leaks

☐ 5.1

Placements reviewed by cost per result, not by impressions

Audience Network frequently costs more per result than it looks.

☐ 5.2

Automatic placements not left on where a placement clearly underperforms

☐ 5.3

Frequency under 3 on prospecting campaigns

☐ 5.4

Nothing below 500 impressions is being judged as a failure

It has not had a chance yet. Judging too early is a real form of waste.

☐ 5.5

No ad set has been in learning for more than 7 days

☐ 5.6

Learning phase thresholds are understood

50 optimisation events a week to exit, but only 10 conversion events for purchase-optimised and mobile app install campaigns.

☐ 5.7

Daily budgets above the minimum viable for your CPA

☐ 5.8

Bid strategy matches the goal, not the habit

PART 6 OF 7 — 4 CHECKS

Landing and post-click

☐ 6.1

Landing page loads in under 2.5 seconds on mobile 4G

This is the LCP threshold. Ad spend cannot fix a slow page.

☐ 6.2

Message on the page matches the message in the ad

☐ 6.3

The form asks for the minimum you actually need

☐ 6.4

Thank-you page fires the conversion event reliably

PART 7 OF 7 — 5 CHECKS

Reporting and governance

☐ 7.1

You look at a 7-day view, not yesterday

Daily checking produces reactive changes that reset learning.

☐ 7.2

Attribution window is stated on every report

7-day click and 1-day view tell completely different stories.

☐ 7.3

Blended CAC is tracked alongside platform-reported ROAS

Platform ROAS is not a business metric.

☐ 7.4

Changes are logged with date and reason

Without a change log you cannot tell what caused a shift.

☐ 7.5

A monthly search of the Meta for Business changelog is scheduled

February 2026 changed the defaults under thousands of accounts silently.

IF YOU ONLY DO THREE THINGS

1. Verify conversion tracking end to end. 2. Exclude existing customers from prospecting. 3. Check Advantage+ detailed targeting status before any new campaign goes live, because after launch that control is gone for good.

WANT ME TO LOOK AT YOURS?

If you have gone through this and want a second pair of eyes, book a free call. We open the account together and look at what is actually happening. No deck, no pitch.

- **Book a free call** hamzajameel.com/book-a-call/
- **Free SEO audit** hamzajameel.com/free-seo-audit/
- **Instagram** @ihamza.jameel
- **YouTube** @ihamzajamil

SOURCES

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