FREE FIELD SHEET · Nº 030
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KEYWORD
EXPORT

AD EXPORT CHECK: THE PROMPT AND THE CHECKS

A one-page report from a Meta Ads export, built in the Claude desktop app with no code typed

CHECKS	DO FIRST	PARTS	COST
15	1	5	Free



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

This is the exact prompt from the video, plus the checks to run before you act on the report. You need the Claude desktop app and a paid Claude plan.

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

PART 1 OF 5 — 5 CHECKS

Set it up

- [ ] 1.1

Set the date range in Ads Manager, then export your ads table as a CSV.

You'll need the same dates later to check the totals. The report can only use what's in the file, so make sure it has Amount spent, Results and Cost per results.

WHERE `Ads Manager › Ads tab`

- [ ] 1.2

Replace any names you don't want to share.

Claude reads the whole file. In the video, the ad names became Ad 01 to Ad 18 and every number stayed real.

- [ ] 1.3

Make a new folder, put the export in it and name the file meta-ads-export.csv.

The prompt below uses that file name.

- [ ] 1.4

Open the Claude desktop app, click the Code tab and start a new session in that folder.

In the desktop app, Claude Code is the Code tab, and a paid subscription is required.

WHERE `Claude desktop app › Code › project folder`

- [ ] 1.5

Check the permission mode beside the message box before you send.

Manual asks before editing files or running commands. Auto runs without routine prompts. The run in the video used Auto.

PART 2 OF 5 — 1 CHECKS

The prompt

2.1

Paste this as one message.

The line 'Use only what is in the file' tells it not to fill the gaps with guesses, and to say so when the file can't answer.

COPY THIS

```
This folder has meta-ads-export.csv, an export from Meta Ads Manager. Explain what you do in plain English, with no coding terms.
Build me a small tool that reads the export and makes a one-page report called report.html showing where this account is wasting money.
The report should show:
- total spend, total leads and the average cost per lead
- every ad that spent money, sorted from the worst cost per lead to the best, compared with the average
- how much the ads above the average cost beyond what they would have cost at the average
- the three ads I should look at first, with one plain line each saying why
Use only what is in the file. Don't guess at anything it doesn't say, and say so if something can't be worked out from it.
Before you build it, tell me your plan in three short lines. When it's done, check your totals against the file and tell me how I can check them myself in Ads Manager.
```

PART 3 OF 5 — 4 CHECKS

Check the result

3.1

Read what Claude says about its own check.

In the video's run, the first check printed nothing and Claude said so, then ran it again. Don't assume a check passed until it says what it compared.

3.2 DO FIRST

Compare total spend, total leads and cost per lead with Ads Manager.

Claude can't see your account. In the video's run it said it hadn't tried its own Ads Manager steps and that the labels may differ, so this one is on you.

WHERE `Ads tab, no filters, same dates, same attribution setting, then the totals row at the bottom of the table`

3.3

Compare one ad by hand.

Pick the biggest spender in the report. Its spend, results and cost per result should match its row in Ads Manager.

3.4

If the totals are higher in Ads Manager with no filters on, the export didn't cover the whole account.

Every total in the report only means the ads in that file. A small difference in leads may just be late credit, because an ad can be credited up to 7 days after a click on a 7-day click setting.

PART 4 OF 5 — 4 CHECKS

Read it honestly

- [ ] 4.1

Treat a high cost per lead as a reason to look, not proof of waste.

The export has no sales figures, so an expensive lead could still be a good one.

- [ ] 4.2

Don't count the extra cost as a saving.

It's the gap between ads, not a forecast of what moving the money would do.

- [ ] 4.3

Check when each ad ran before you compare active ads with stopped ones.

The file in the video had no dates per ad, so those ads may not have run at the same time.

- [ ] 4.4

Check what your Results column counts.

In the video's file, every result was a lead. If your file mixes result types, their costs won't compare.

PART 5 OF 5 — 1 CHECKS

Use it again

- [ ] 5.1

Save a newer export over the old one with the same name, then rerun the tool Claude made.

In the video's run, on a Mac, Claude made a make-report.command file that you double-click. Yours may be different, so ask Claude how to rerun it if it doesn't say.

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
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SOURCES

1. https://code.claude.com/docs/en/overview
2. https://code.claude.com/docs/en/desktop