BIZZWAR

Facebook Ads Audit Checklist

Most D2C owners ask one question first: are my ads right? Run these 15 checks on any live campaign. Tick what passes. Fix what fails.

TARGETING

- ☐ **01.** Is the audience defined by real buyers, not just broad interests?
- ☐ **02.** Are cold, warm, and retargeting audiences kept separate?
- ☐ **03.** Is location, age, and language set to match the actual buyers?

CREATIVE

- ☐ **04.** Does the opening frame show the problem or the hook, not the logo?
- ☐ **05.** Is there at least one video and one image creative running for comparison?
- ☐ **06.** Does the ad copy state the offer and the price clearly?

LANDING PAGE

- ☐ **07.** Does the landing page match the ad promise exactly?
- ☐ **08.** Can a buyer complete the order in under 2 minutes on mobile?

NOTES

LANDING PAGE

- [ ] 09. Is the price, delivery charge, and delivery time visible before checkout?

CPR AND BUDGET

- [ ] 10. Is the cost per purchase below $3?
- [ ] 11. Is the budget going to the winning ad set, not spread thin across too many?

FREQUENCY

- [ ] 12. Is frequency rising while CTR falls? If yes, the audience is tired. Refresh the creative.

PIXEL

- [ ] 13. Is the Meta pixel firing on ViewContent, AddToCart, and Purchase?

CATALOG

- [ ] 14. Is the catalog attached correctly, with matching product names and prices?

ACCOUNT HYGIENE

- [ ] 15. Are losing ad sets paused and winners scaled, reviewed at least once a week?

How to score it

- Count every check you cannot tick. Those are the failures to fix.
- Fix them in this order:

1. Tracking first (pixel, catalog). A broken pixel makes every other number unreliable.
2. Targeting. The right people, before better ads.
3. Creative. New hook, new angle, not a new budget.
4. Landing page. If the click cannot become an order, the ad cannot save it.

One clean pass through this list beats ten new campaigns built on a broken setup.