FREE CHECKLIST

Meta Ad Account Audit Checklist

Work through this in order. Tick what is correct, and note what needs fixing. Most accounts have two or three gaps that explain most of the waste.

1. Access and account health

- [ ] You (the business) own the Business Manager and the ad account; agencies and freelancers have partner access only.
- [ ] At least two people with admin access, so you are never locked out.
- [ ] Payment method is valid and the spending limit is set deliberately.
- [ ] No ad account restrictions, disapproved ads or policy warnings are open.
- [ ] Business verification and the domain are verified in Business Settings.

2. Tracking and data

- [ ] The Meta pixel fires on every key page, once, with no duplicate pixels.
- [ ] The Conversions API is set up and events are deduplicated with a shared event ID.
- [ ] The key event (lead, purchase, booking) is defined and shows as active in Events Manager.
- [ ] Event match quality is reviewed and improved where possible.
- [ ] UTM parameters are added to ad URLs and appear in GA4.
- [ ] Aggregated Event Measurement priorities are set for the most valuable events.

3. Campaign structure

- [ ] Each campaign has one clear objective that matches the business goal.
- [ ] Ad sets are not so many that each gets too few conversions to learn.
- [ ] Prospecting and retargeting are separated.
- [ ] Audiences do not overlap heavily between ad sets.
- [ ] Learning-limited ad sets are consolidated or given a more suitable budget.

4. Audiences and targeting

- [ ] Broad targeting is tested where tracking is strong enough to guide delivery.
- [ ] Custom audiences exist for site visitors, engaged people and customer lists (with consent).
- [ ] Existing customers and recent converters are excluded from prospecting.
- [ ] Locations match where you can actually serve customers.

5. Creative and offer

- [ ] The offer is specific and the next step is clear.
- [ ] Several creative angles are live, with one variable tested at a time.
- [ ] The first three seconds of video and the first line of text carry the hook.
- [ ] Formats cover feed, stories and reels, with correct sizes and safe zones.
- [ ] Fatigued ads are refreshed (check frequency and a falling click-through rate).
- [ ] Ads match the landing page in message and offer.

6. Budget and bidding

- [ ] Budget is enough to produce a useful number of results each week.
- [ ] Budget changes are made in measured steps, not large daily jumps.
- [ ] Cost per result is compared against what you can afford (margin and close rate).
- [ ] Low performers are paused on evidence, not after one bad day.

7. Lead quality and follow-up

- [ ] Lead forms ask enough to qualify without scaring people away.
- [ ] Leads reach your team instantly (CRM, email or WhatsApp) and are answered fast.
- [ ] Lead quality is tracked back to the campaign, not only lead count.
- [ ] Cost per qualified lead and cost per customer are reported, not just cost per lead.

8. Reporting

- [ ] A single weekly view shows spend, results, cost per result and quality.
- [ ] Meta numbers are reconciled with GA4 and your CRM each month.
- [ ] Decisions from each review are written down: keep, stop, test next.

Want this checked for you?

A Growth Audit reviews your ad accounts, tracking and funnel and ends in a prioritised fix list. Request one at brikalpatel.in/consulting/growth-audit/ or message wa.me/917677607080.

Brikal Patel · Digital Marketing Consultant, Ahmedabad · brikalpatel.in · hello@brikalpatel.in