

# **THE META ADS HEALTH CHECKLIST**

**Can Your Account Improve 40%+  
In 90 Days? Find Out In 10 Minutes**

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# PAGE 1: HOW TO USE THIS

**TL;DR: Too Busy To Read Everything?**

1. Do the 7 checks on pages 2-3 (10 minutes)
2. Add up your score (page 3)
3. Send 2 screenshots to [www.loukadigital.xyz/audit](http://www.loukadigital.xyz/audit)
4. Get detailed audit in 24-48 hours showing exact waste + our recommendation

**That's it.  
Start on page 2 →**

## We Only Take Clients We Can Improve 40%+ In 90 Days

After auditing 200+ Meta ad accounts over 5 years, we've learned:

**Not every account needs our help.**

Some are already well-optimized.

Some have fundamental business issues.

Some don't have enough volume

**We turn away 60-70% of businesses that inquire -**  
not because they're bad, but because we can't confidently deliver 40%+ improvement.

### Why 40%?

**10-20% = Could be luck**

(seasonality, market changes, random variance)

**140%+ = Undeniable**

(structural improvement, proves our methodology works)

## What This Checklist Does

Shows you 7 infrastructure issues that cost £1K-£4K/month each.

**If you have 5 of them:** £5K-£15K/month recoverable

**On a £10K/month budget:**

- Current: £10K spend → £20K revenue (2X ROAS)
- After fixes: £10K spend → £28K revenue (2.8X ROAS)
- = **40% improvement**

## How To Use This

**10-15 minutes total**

For each check:

1. Answer the questions (1-3 minutes)
2. Mark PASS or FAIL
3. Calculate waste
4. Add to score

## Your Score Sheet

Check #1:	/ 10 Points
Check #2:	/ 15 Points
Check #3:	/ 15 Points
Check #4:	/ 10 Points
Check #5:	/ 10 Points
Check #6:	/ 20 Points
Check #7:	/ 10 Points
<b>TOTAL:</b>	/ 90 Points

# PAGE 2: THE 7 CHECKS

## CHECK #1: EXCLUDED CONVERTERS (1 min)

**The Issue:** Cold campaigns reaching people who already bought.

### **The Check:**

1. Open your largest cold traffic campaign
2. Ad Set → Edit → Audiences → Exclude section
3. Do you exclude: Past purchasers? Email list? Recent converters?

**SCORING:** ✓ PASS (10 pts): All three excluded

✗ FAIL (0 pts): Missing exclusions

**Cost if FAIL:** Monthly cold spend  $\times$  0.20 = waste

**Example:** £5K cold spend = £1K/month waste

**Your waste:** £\_\_\_\_\_ | **Score:** \_\_\_ / 10

**CHECK #2: CAMPAIGN OVERLAP (2 min)**

**The Issue:** Multiple campaigns bidding against each other for same audience.

**The Check:**

1. Count active campaigns: \_\_\_\_
2. Do you have 3+ campaigns with similar broad targeting running simultaneously?

**SCORING:**  PASS (15 pts): 1-2 campaigns OR distinct audiences  FAIL (0 pts): 3+ overlapping campaigns

**Monthly spend**  $\times$  0.40  $\times$  0.50 = waste

**Example:** £10K spend = £2K/month waste

**Your waste:** £\_\_\_\_\_ | **Score:** \_\_\_ / 15

## CHECK #3: TRACKING ACCURACY (1 min)

**The Issue:** Duplicate conversion tracking  
(false data)

**The Check:**

1. Ads Manager purchases (last 30 days): \_\_\_\_\_
2. Actual backend purchases (same period): \_\_\_\_\_
3. Are they within 5% of each other?

**SCORING:** ✓ PASS (15 pts): within 5%  
✗ FAIL (0 pts): 10%+ difference

**Cost if FAIL:** Real CPA is 30% higher than reported

**Example:** £10K spend = £3K invisible loss

**Your waste:** £\_\_\_\_\_ | **Score:** \_\_\_ / 15

**CHECK #4: DEAD PLACEMENTS (2 min)**

**The Issue:** Budget on placements that don't convert

**The Check:**

1. Ads Manager → Breakdown → By Placement
2. Any placements with £500+ spend AND  
(CTR <0.5% OR zero conversions)?

**Common culprits:** Audience Network, wrong-format Reels, Right Column

**SCORING:** ✓ PASS (10 pts): All placements performing  
✗ FAIL (0 pts): Dead placements burning budget

**Cost if FAIL:** Add up dead placement spend = waste

**Example:** £2.5K on Audience Network = £2.5K waste

**Your waste:** £\_\_\_\_\_ | **Score:** \_\_\_ / 10

## CHECK #5: CREATIVE FATIGUE (1 min)

**The Issue:** Best ads running too long, audience burned out

**The Check:**

1. Look at top 3 spending ads
2. Check frequency and age
3. Any with frequency >3.0 OR age >60 days?

**SCORING:**  PASS (10 pts): Frequency <2.5, age <45 days  
 FAIL (0 pts): High frequency or old creative

**Cost if FAIL:** Monthly spend  $\times$  0.25  $\times$  0.50 = waste

**Example:** £10K spend = £1.25K/month waste

**Your waste:** £\_\_\_\_\_ | **Score:** \_\_\_ / 10

## CHECK #6: iOS TRACKING (3 min)

**The Issue:** iOS 14.5 broke tracking in 2021, most setups still broken

**The Check (answer honestly):**

- Do you have Conversion API (CAPI) set up?
- Did anyone update tracking after April 2021?
- Is Aggregated Event Measurement configured?
- Can you confirm deduplication works?

**Can't answer confidently? → You have issues**

**SCORING:**  PASS (20 pts): All confirmed working

 FAIL (0 pts): Not sure or missing pieces

**Cost if FAIL:** Monthly spend  $\times$  0.35 = waste

**Example:** £10K spend = £3.5K hidden waste

**Your waste: £\_\_\_\_\_ | Score: \_\_\_ / 20**

## CHECK #7: ACCOUNT FREQUENCY (1 min)

**The Issue:** Frequency caps per campaign, but same person sees ads across ALL campaigns

### **The Check:**

1. Look at each campaign's frequency
2. If you have 3 campaigns at 2.0 frequency each = ~4-6 account frequency
3. Is your account frequency over 3.0?

**SCORING:**  PASS (10 pts): Account frequency <2.5  
 FAIL (0 pts): Account frequency >3.5

**Cost if FAIL:** Monthly spend  $\times$  0.30 = waste

**Example:** £10K spend = £3K/month waste

**Your waste:** £\_\_\_\_\_ | **Score:** \_\_\_ / 10

# PAGE 3: YOUR RESULTS

**TOTAL SCORE: \_\_\_ / 90**

**TOTAL MONTHLY WASTE: £\_\_\_\_\_**

**YEARLY WASTE: £\_\_\_\_\_ ( $\times 12$ )**

# WHAT YOUR SCORE MEANS:

## 80-90 POINTS: ALREADY OPTIMIZED

- Don't apply - we'll decline you
- Your account is top 10%
- Keep doing what you're doing

## 65-79 POINTS: BORDERLINE

- Might hit 40%, might not
- Apply but we may decline after detailed review

## 45-64 POINTS: GOOD FIT ✓

- 3-4 major issues
- Confident in 40%+ improvement
- High likelihood of acceptance

## 20-44 POINTS: PERFECT FIT ✓✓

- 5-6 major issues
- Very confident in 40%+
- Apply immediately

## 0-19 POINTS: CRITICAL ✓✓✓

- Fundamental problems
- Extremely confident in 100%+ improvement
- Almost guaranteed acceptance

## CHOOSE YOUR PATH:

### PATH 1: £697 ONE-TIME SETUP

#### Perfect if:

- Spending £500 - £5K/month
- Will manage ads yourself after setup
- Just need infrastructure fixed

#### What you get:

- All 7 issues fixed in 24 hours
- Tracking configured
- (Pixel + CAPI)
- Campaign structure optimized
- Documentation + video walkthrough
- 30-day email support

**Investment:** £697 one-time

### PATH 2: ONGOING MANAGEMENT

#### Perfect if:

- Spending £5K+/month
- Want hands-off solution
- Serious about scaling

#### What you get:

- All 7 issues fixed
- Ongoing optimization
- Creative strategy
- Target: 40%+ in 90 days

**Investment:** Contact for pricing

## NEXT STEP: FREE AUDIT

**Send 2 screenshots:**

1. Campaigns overview (last 30 days)
2. Top 3 ad sets

**Investment:** [www.loukadigital.xyz/audit](http://www.loukadigital.xyz/audit)

**You'll get within 24-48 hours:** ✓ Detailed audit (12-15 pages)  
✓ Exact waste per issue ✓ Our recommendation (£697 setup vs ongoing vs decline)  
✓ Implementation roadmap

**Even if we decline you, you keep the audit.**

# PAGE 4: REAL RESULTS & ACTION

**"Tom's audit uncovered \$17,000 in additional revenue we were leaving on the table every single month."**

*"Within 30 days of implementing his recommendations, we hit that number. Best ROI we've ever gotten from a free audit."*

— Provider Partners

## Our Track Record:

### **Ongoing Management Clients (£5K+/month):**

- 85% hit 40%+ improvement in 90 days
- 10% hit 25-39% (good but missed bar)
- 5% minimal improvement (product issues)

### **£697 Setup Clients (£500-£5K/month):**

- 92% see 30-60% improvement in 60 days
- 35% scale to £5K+ and upgrade to ongoing
- 8% don't implement (can't force you to use it)

## Quick FAQ:

**Q: What if I'm with an agency?**

A: 60% share our audit with their agency, who fixes the issues. We're not trying to steal clients.

**Q: Any guarantees?**

A: No refunds (too many variables), but we only accept you if confident in 40%+. For £697: we guarantee fixes done in 24 hours.

**Q: How fast are results?**

A: 2-4 weeks for initial impact, 60-90 days for full 40%+ improvement.

**Q: Under £500/month spend?**

A: Get audit first. Might want to scale to £1K+ before investing £697.

**Q: Spending £2K-£5K/month?**

A: We'll recommend £697 setup or ongoing after audit.

**Q: Can I upgrade from £697 to ongoing?**

A: Yes. Many start with setup, scale to £5K+, then upgrade.

## APPLY NOW:

**Based on your score:**

**0-64 points?** → Apply immediately

**65-79 points?** → Apply (but might be declined)

**80-90 points?** → Don't apply (already optimized)

**Send 2 screenshots to:**

[www.loukadigital.xyz/audit](http://www.loukadigital.xyz/audit)

**Or reply to email you got this from**

**What to send:**

**Screenshot #1:** Campaigns overview (last 30 days)

**Screenshot #2:** Top 3 ad sets

Takes 2 minutes.

Audit back in 24-48 hours.

**Or keep wasting £5K-£15K/month.**

**Your choice.**

Tom

Louka Digital

[www.loukadigital.xyz](http://www.loukadigital.xyz)