

Paid Media Audit Checklist

20 checks every paid media account should pass.

Use this checklist before your next budget review. Each item flags a common issue found in accounts spending €5k–€200k/month across Meta, Google Ads, and programmatic DSPs.

Campaign Structure

- ☐ **Campaigns are named with a consistent convention (platform / objective / audience / date).**
Inconsistent naming makes optimisation and reporting slower and more error-prone.
- ☐ **Each campaign maps to a single business objective.**
Mixing objectives (awareness + conversion) in one campaign distorts the algorithm's optimisation signal.
- ☐ **Budget is allocated at the right level (campaign vs. ad set) for your platform.**
Meta CBO vs. ABO trade-offs affect how spend is distributed across audiences.
- ☐ **You have at least 3 active ad variants per ad set.**
Fewer than 3 variants starves the algorithm of creative signal data.
- ☐ **Dayparting or scheduling rules are applied where relevant.**
Uncapped 24/7 delivery can burn spend during low-conversion windows.

Attribution & Measurement

- ☐ **Conversion tracking is firing on 100% of confirmed conversions.**
Partial tracking underreports performance and causes over-spend on underperforming campaigns.
- ☐ **Attribution window aligns with your product's typical purchase cycle.**
A 7-day click window is wrong for a 30-day considered purchase and will misattribute revenue.
- ☐ **You are not double-counting conversions across platforms.**
Meta + Google + DSP all claiming the same conversion inflates reported ROAS by 2x–4x.
- ☐ **View-through conversions are separated from click-through in reporting.**
VTCs inflate programmatic ROAS significantly — often 60–80% of reported DSP conversions.
- ☐ **You have a baseline measurement source (GA4, MMP, or server-side) independent of the platforms.**
Platform-reported numbers are always self-serving. An independent source is required.

Creative & Frequency

- ☐ **Average frequency is below 4 within any 7-day window.**
Above 4 frequency, click-through rate drops and cost-per-result rises sharply in most categories.
- ☐ **Creative has been refreshed in the last 30 days.**
Creative fatigue is the leading cause of ROAS decline for accounts running for more than 60 days.
- ☐ **You are testing at least one video format alongside static.**
Video typically achieves 30–50% lower CPMs on Meta and YouTube, improving reach at the same budget.
- ☐ **Ad copy is free of superlatives and unmeasured claims.**
Words like "best", "most powerful", and "guaranteed" trigger policy flags and reduce delivery.
- ☐ **Dark posts and boosted organic posts are tracked separately from campaign spend.**
Boosted posts without UTMs are invisible in GA4 and inflate direct traffic attribution.

Spend Efficiency

- ☐ **You have excluded existing customers from acquisition campaigns.**
Serving acquisition ads to people who already bought is common and wastes 10–25% of audience budgets.
- ☐ **Retargeting audiences are capped at 14 days or less.**
Retargeting windows over 30 days include people long past the purchase decision moment.
- ☐ **Overlap between ad sets is below 20%.**
High audience overlap causes your campaigns to bid against themselves, raising CPMs.
- ☐ **Automated bidding has had at least 50 conversions in the optimisation window to stabilise.**
Automated strategies underperform for the first 1–2 weeks until the algorithm has enough data.
- ☐ **You review placement performance monthly and exclude placements with CPA > 2x target.**
Audience Network and some placements consistently underdeliver but share budget by default.

A Snapshot Audit turns these checks into a full account diagnosis.

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