

Meta Advertising Audit and 90-Day Scale Plan

Sample deliverable, client identifiers redacted

Client: [REDACTED], D2C technology/gadget brand

Account reviewed: [REDACTED]

Audit tier: Full Audit

Media spend reviewed: £37,501 in 2026, with £31,907 of 2025 spend used for seasonality

Review window: 1 January to 7 October 2026

Plan window: 8 October 2026 to 5 January 2027

Prepared by: Serafinity

Date: 8 October 2026

Since 10 September the checkout has turned 8 of every 100 carts into orders, against 20 before. Cost per order went from £6.57 to £21.28 on the same ads. The plan starts at £1,000 a day. The checkout, the trial-to-paid rate and creative volume decide whether a £20 cost per order holds.

About this sample. This is a real audit delivered to a real client, published with their written permission and anonymised at their request. Brand name, domain, account and dataset identifiers, campaign, ad and asset names, product and plan names and competitor names have been redacted. Quoted copy that would identify the brand or a competitor has been paraphrased. Every account figure, percentage and conversion rate is exactly as delivered. Nothing in the analysis has been softened, removed or improved after the fact.

Summary

The audit in one paragraph

The client bought 7,500 orders at £5.00 each in 2026, almost all of them under a funnel that ended on 9 September. Since then an order is a 14-day trial with a card on file, and it costs £21.28 (£17.25 in the UK, on 40 orders). The ads did not change, and neither did the rate at which people reach the checkout. What changed is that 8 of every 100 carts now become orders, against 20 before. The checkout shows "£0.00 every month" for a plan that costs £4.99, states no delivery price, and links to a policy with a three-month minimum the product page never mentions. Nobody yet knows what share of trials go on to pay, and below 43% each one is bought above the £50 breakeven. Three creatives took 52.7% of the year's spend, and the account has never held more than £431 a day for a week against a plan of £1,000.

The five key changes

#	Key change	Why it is on the list	Section
1	Make the checkout state the real terms	Cart-to-order fell from 19.8% to 8.1%. One point is about 127 orders a month at £30,000	2, 13
2	Repair purchase measurement	Purchase events carry a click ID 2% of the time, so bidding works from a fraction of the real orders	6
3	Build a creative bench of 30 new ads a month	Three ads carry the account. 100 of the 131 new ideas launched in 2026 spent under £50	9, 17
4	Replace the capped four-country ad set with the UK structure	A £12 cost cap holds delivery to £62 a day of a £100 budget	4, 15
5	Measure trial-to-paid and set the CPA ceiling from it	£20 a trial is £25 a paying subscriber at 80% trial-to-paid and £50 at 40%	7

Where this leaves us

The offer works, the ads that exist work, and the UK already sits under £20 at £25 a day, on 40 orders. Nothing in the account says £1,000 a day at £20 is out of reach. Three things decide it, in this order: a checkout that states the real terms, a known trial-to-paid rate, and 30 new ads a month. The structure, the bidding and the audiences follow from those. Fix the first in week one, measure the second in week two, and hold the third every week for 90 days.

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1. Scope and method

This is an independent, read-only audit of the client's Meta ad account, the page the ads send people to, the checkout behind it, and the competitors bidding for the same customer. Serafinity does not manage the account and changed nothing in it. The audit is written for your own team or agency to execute.

What was examined

- ♦ The ad account from 1 January to 7 October 2026: 34 campaigns with spend, 471 ads under 146 names, £37,501.47 of media and 7,500 orders. 2025 (£31,907, 9,407 orders) was used only for seasonality
- ♦ The pixel and conversions API dataset, and Meta's own diagnostics
- ♦ The product page on desktop and on an emulated Android phone, its page speed, and the checkout walked to the payment step on desktop with nothing entered
- ♦ The store's policies, its public reviews, the Meta Ad Library for the UK on 8 October 2026, the offer pages of five competitors, and the onboarding answers the client supplied

How the figures are stated

- ♦ Money is in pounds, as reported by the ad account, with the window frozen at 7 October
- ♦ An order is a Purchase event that Meta attributes to an ad, on 7-day click and 1-day view
- ♦ "Old funnel" means the free tag with delivery paid at checkout, until 9 September. "New funnel" means the free tag with a 14-day trial of the paid plan and a card on file, from 10 September
- ♦ Structures are described by what they ran. No individual is named. The contents mark each section with its audit tier, and the appendix explains the terms

The plan this audit tests

The client has set the parameters of the next 90 days. The audit takes them as given and tests them against the evidence: £30,000 a month from 8 October, UK only, ahead of a US launch. A £20 cost per order, reached in steps of £25, £22 and £20. Automatic bidding with no cost caps. Women aged 35 to 60 to start, adjusted by data. All traffic to the tag product page. Dog-led creative at 30 new ads a month, with a small cat test in month two. FREE as the headline of the Black Friday offer.

Limits of the evidence

- ♦ Store orders, the subscription platform and margin data were not accessed. Every order count in this document is Meta's
- ♦ Trial-to-paid conversion is not known to this audit. Section 7 shows why it is the first number to get
- ♦ The date the funnel changed is read from the data and from product creation dates in the store
- ♦ Mobile was tested by Android emulation at 375 by 812. No iOS device and no handset was used. Section 11 lists three checks to run on an iPhone
- ♦ The delivery price was not seen, because the checkout shows it only after an address is entered
- ♦ The destination URL of each individual ad could not be retrieved. The live ads were confirmed to open the product page
- ♦ Competitor figures come from public pages on 8 October 2026 and will move

Sections 2 to 14 are findings. Sections 15 to 19 are the plan. Estimates and hypotheses are labelled.

2. Primary finding: the checkout loses 92 of every 100 carts

On 10 September the checkout changed. The free tag now comes with a 14-day trial of the paid plan and a card on file. The ads, the audience and the product page stayed the same, which makes the five weeks before and the four weeks after the closest thing to a controlled comparison the account offers.

Stage	6 Aug to 9 Sep, old funnel	10 Sep to 7 Oct, new funnel
Cost per link click	£0.46	£0.62
Link click to landing page view	90.1%	89.2%
Landing page view to add to cart	39.1%	40.4%
Add to cart to order	19.8%	8.1%
Link click to order	7.0%	2.9%
Orders	187	81
Cost per order	£6.57	£21.28

Meta Ads Manager, account level. The same three ads ran in both periods.

Reading the table

- The main call-to-action button opens the checkout directly. There is no cart page. An add to cart is a person arriving at the checkout, so the fall from 19.8% to 8.1% happens inside it
- Cost per order rose 3.24 times. Cost per click explains a factor of 1.35. Conversion after the click explains the rest: it fell by 58%
- Had cart-to-order held at 19.8%, the same £1,723 would have bought 199 orders at £8.67 instead of 81 at £21.28

What the customer meets there

- The order summary reads "Recurring subtotal £0.00 every month". The £4.99 from day 15 appears nowhere on the checkout
- The delivery price is hidden until an address is typed, on an order sold as free
- The legal text asks the customer to agree to "the recurring amount(s) shown in your cart", which is £0.00, and links to a policy with a three-month minimum

Section 13 walks the checkout step by step and section 12 sets the page against the policy.

What it is worth

At £30,000 a month and £0.95 a landing page view, the UK page receives about 31,600 visits and the checkout about 12,700 of them.

Cart-to-order rate	Orders a month	Cost per order
9.7% (UK today, on 40 orders)	1,231	£24.37
12%	1,523	£19.70
15%	1,904	£15.76
19.8% (before 10 September)	2,514	£11.93

Each point of cart-to-order is about 127 orders a month. Illustrative: it holds cost per landing page view at £0.95 and landing page view to cart at 40.2%.

Not all of the old rate comes back. Asking for a card for a subscription will always convert below asking for postage. But a little over two points of cart-to-order is the whole distance from £25 to £20, which is why this finding sits above every campaign setting in the account.

How firm this is

- Every figure here is Meta's count of orders, and the checkout-start event stopped recording properly on the same day (section 6). The first check in week one is store orders by day for August to October. If the store shows the same fall, the finding stands as written
- The wording of the order summary is the most visible fault in the checkout. The audit cannot separate its effect from the card requirement itself. Tests 1 and 8 in section 13 do that

3. Diagnostic summary and key changes

The findings are listed in the order they cost or protect money at £30,000 a month.

#	Finding	Evidence	Impact	Section
1	The checkout loses 92 of every 100 carts	Cart-to-order fell from 19.8% to 8.1% on 10 September. The order summary shows "£0.00 every month" and no delivery price. One point is about 127 orders a month, or £3,175 at £25 an order	Critical	2, 13
2	Nobody knows what a trial is worth yet	Trial-to-paid is not measured. At £21.28 a trial, the £50 breakeven is crossed below 43%. At 40%, 90 days of plan spend returns about £81,000 at the £50 lifetime value supplied, on £89,955 of media	Critical	7
3	Three ads carry the account	52.7% of spend on three creatives, 69.3% on assets built before 2026. New 2026 ideas averaged £88 of spend each	High	9
4	The live structure cannot spend the budget	One ad set, four countries, a £12 cost cap, £62 a day delivered of a £100 budget	High	4
5	Meta cannot see most of what it sells	Purchase events carry a click ID 2% of the time. Most purchase events reach Meta from the server only. The checkout-start event has under-recorded since 10 September	High	6
6	The page, the checkout and the policy state three different sets of terms	The page says cancel in one tap and the tag works for life. The policy says a three-month minimum, cancellation by email, and the tag may have to be returned. The title tag says "No Subscription"	High	10, 12
7	There is no proof on the page	No reviews, ratings or customer count on the product page. The reviews page is empty. The main review site shows 3.2 from 18 reviews, 39% one-star, none answered	Medium	10, 12
8	On a phone the button is 1.75 screens down	No price, no "free" and no button on the first screen. No sticky bar on a page 16 screens long	Medium	11
9	Retargeting has barely been used	3.3% of spend, with audience expansion left on. At £1,000 a day about 380 people a day will reach the checkout and leave	Medium	8
10	The season was never advertised	November 2025 was the lowest-spend month of that year at £36 a day. No Black Friday or Christmas campaign has run on this account	Medium	15
11	The main competitor runs the same offer with 37 times the ads	Competitor A and its partner pages have 112 active UK ads on a free tag. The client has 3	Contained	14

Critical: decides whether the plan pays back. High: moves cost per order or the ability to spend the plan budget. Medium: lifts conversion or reach once the items above are fixed. Contained: worth knowing, low cost today.

The five key changes: what counts as implemented, and how the result is read

These are the marked key changes of this audit. Each is defined by actions your team controls. The result is read on day 90 of the plan, 5 January 2027, against the baseline in the table.

#	Key change	Counts as implemented when	Baseline, 7 October	Read on day 90 by
1	Make the checkout state the real terms	The order summary shows £4.99 a month and its start date. The delivery price is on the product page. The policy and the page state the same terms	Cart-to-order 8.1% (UK 9.7%)	Cart-to-order, and cost per paying subscriber
2	Repair purchase measurement	The click ID and browser ID are passed on server purchase events. First orders and other charges are sent as separate events. The checkout-start event fires when the checkout loads. New ad sets share one attribution setting	Click ID on 2% of purchase events, against 86% of checkout starts	Click ID coverage on web first orders. Meta orders within 15% of store first orders
3	Build a creative bench of 30 new ads a month	30 new ads are launched in each 30 days, each one once, under one name, in angle-grouped ad sets	Three ads live. 52.7% of 2026 spend on three creatives	Ads at 10 or more orders and £20 or under. Largest ad's share of spend
4	Replace the capped four-country ad set with the UK structure	The testing, audiences and retargeting campaigns are live in the UK on automatic bidding, with purchasers excluded. The scaling campaign opens with winners only	One ad set, four countries, a £12 cap, £62 a day delivered	Spend delivered against budget. 7-day cost per order
5	Measure trial-to-paid and set the CPA ceiling from it	A cohort table exists from 10 September and is updated weekly. The ceiling is written down and reviewed at each phase gate	Not measured	Trial-to-paid by cohort. Cost per paying subscriber against the ceiling

Key change 1 is the one with a direct money value: each point of cart-to-order is about 127 orders a month at plan budget. Key changes 2 and 5 recover nothing by themselves. They decide whether the money spent on the other three is counted and priced correctly.

4. Account health and the campaign timeline

Meta scores the account 83 out of 100 across ten recommendations. Two are worth acting on: a stronger match key on purchase events (5 points, key change 2) and a campaign that maximises the number of conversions (3 points, key change 4). Ignore the other eight. Six ask for value bidding, which would chase the £3 of postage each order carries, and two ask for AI-generated images and auto-added music.

- No account restriction, policy rejection or billing issue surfaced. Six ads in four older campaigns carry a "not delivering" notice, none of them live
- Against similar advertisers, Meta puts the live ad set's cost per result 24% better than the benchmark, and rates the hero ad above average for engagement and conversion. The account is not short of a working ad. It is short of enough of them
- Live today: one campaign of the 34 that spent in 2026, built 16 October 2024. One broad ad set across the UK, New Zealand, Canada and Australia, ages 18 to 65+, all genders. Three ads: two of the year's top three, plus Core image 1
- A £12 cost cap against a real cost per order of £21.28, so £62 a day is delivered of a £100 budget. Attribution is 7-day click and 1-day view, and view-through is counted in every ad set in the account

Seven structures in ten months

Structure	Active	Spend	Share	Orders	Cost per order
UK campaigns built in 2024, cost capped	January to May	£9,164.46	24.4%	2,220	£4.13
Multi-country audience testing	January to today	£14,692.11	39.2%	3,123	£4.70
UK and US builds	February to May	£9,307.09	24.8%	1,832	£5.08
Small-budget tests	Short tests	£538.74	1.4%	64	£8.42
Consolidated free-offer campaigns, paid tag offers and retargeting	Late May to June, October	£2,421.36	6.5%	234	£10.35
Germany	May to June	£1,105.22	2.9%	22	£50.24
Trial-funnel test	April to May	£272.49	0.7%	5	£54.50
Total		£37,501.47	100%	7,500	£5.00

34 campaigns, grouped by structure. The multi-country line is £4.30 on its old-funnel spend (£13,097.62, 3,048 orders) and £21.26 on its new-funnel spend (£1,594.49, 75 orders).

Month by month

Month	Spend	Spend a day	CPM	Link CTR	Orders	Cost per order	Click to order
January	£2,176.63	£70	£4.63	1.26%	744	£2.93	12.5%
February	£6,970.31	£249	£5.80	1.44%	1,799	£3.87	10.4%
March	£7,020.71	£226	£7.32	1.56%	1,466	£4.79	9.8%
April	£5,656.77	£189	£6.31	1.52%	1,310	£4.32	9.6%
May	£9,998.34	£323	£8.36	1.52%	1,682	£5.94	9.3%
June (to the 24th)	£2,726.99	£114	£15.48	1.62%	231	£11.81	8.1%
July	£0.00	£0	n/a	n/a	0	n/a	n/a
August (from the 6th)	£926.71	£36	£9.87	2.12%	146	£6.35	7.3%
September	£1,460.84	£49	£10.91	2.03%	96	£15.22	3.5%
October (1 to 7)	£564.17	£81	£13.61	1.86%	26	£21.70	3.4%
Total	£37,501.47		£7.26	1.52%	7,500	£5.00	9.6%

September mixes nine days of the old funnel with 21 of the new. Spend a day is spend divided by the days the account was live in that month.

By country

Country	Spend	Share	Orders	Cost per order
United Kingdom	£19,160.21	51.1%	3,936	£4.87
New Zealand	£6,436.24	17.2%	1,469	£4.38

Country	Spend	Share	Orders	Cost per order
Australia	£4,778.48	12.7%	976	£4.90
United States	£4,129.09	11.0%	824	£5.01
Canada	£1,881.40	5.0%	272	£6.92
Germany	£1,105.22	2.9%	22	£50.24
Not assigned to a country	£10.83	0.0%	1	n/a
Total	£37,501.47	100%	7,500	£5.00

Observations

- ♦ The structure was rebuilt seven times. The same core ads were copied into each new one, which is how three ad names became 100 ads. The two structures first built in 2024 did the cheap volume, at £4.13 and £4.30
- ♦ The capped campaigns were switched off at the end of May and replaced with consolidated campaigns on automatic bidding. The main one ran at £8.76 an order on a £14.80 CPM in June, against £4 to £5 for the capped campaigns in spring. Same ads, start of summer. That is the clearest record the account has of automatic bidding, and the reason the plan pairs it with 30 new ads a month and a rule set
- ♦ The trial funnel was tested once before, in April: £272.49 for 5 orders at £54.50, then paused. The September version performs better, at £21.28
- ♦ The account was dark from 25 June to 5 August, then restarted on three ads. Germany took £1,105 for 22 orders and the paid tag offers (\$5 and \$9) took £263 for 2

5. Funnel conversion rates, stage by stage

January to May is the old funnel in season. 6 August to 9 September is the old funnel after the restart. 10 September to 7 October is the new funnel on the same three ads.

Stage	January to May, old funnel	6 Aug to 9 Sep, old funnel	10 Sep to 7 Oct, new funnel
Spend a day	£211	£35	£62
CPM	£6.74	£9.77	£12.01
Link click-through rate	1.48%	2.14%	1.94%
Cost per link click	£0.45	£0.46	£0.62
Link click to landing page view	84.2%	90.1%	89.2%
Landing page view to add to cart	54.3%	39.1%	40.4%
Add to cart to order	21.9%	19.8%	8.1%
Link click to order	10.0%	7.0%	2.9%
Cost per order	£4.55	£6.57	£21.28

Meta Ads Manager, account level. Landing page views were under-recorded in January and February (74% of clicks against 91% from April), so rates that use them are slightly overstated for January to May.

- The second and third columns are the primary finding: the loss sits in the add to cart to order row
- The first and second columns hold a smaller fall this audit cannot explain. Landing page view to add to cart went from 53% in April to 39% in August, under the old funnel and before the checkout changed. Ask what changed on the product page between May and August
- January to May: cost per order went from £2.93 to £5.94. CPM rose 81% as spend moved from £70 to £323 a day, click-through improved by 21%, and click-to-order fell by 26%. Most of the rise was the price of reaching more people. The rest was fewer of the people who clicked going on to order

The new funnel by country

Country	Spend	Orders	Cost per order	Cost per landing page view	Landing page view to cart	Cart to order
United Kingdom	£689.86	40	£17.25	£0.67	40.2%	9.7%
Canada	£320.62	17	£18.86	£0.82	43.4%	10.1%
New Zealand	£467.98	19	£24.63	£0.62	42.6%	5.9%
Australia	£244.91	5	£48.98	£0.78	32.6%	4.9%
Total	£1,723.37	81	£21.28	£0.69	40.4%	8.1%

10 September to 7 October 2026. Weekly cost per order held between £20.73 and £21.69 across all four weeks. The rows rest on 5 to 40 orders each. Read them as direction, not as a ranking of markets.

The UK runs at £17.25, under the £20 target, on 40 orders and £25 a day. Its landing page view to order rate is 3.9%. The question for the plan is what happens to the £0.67 cost of a landing page view when UK spend rises forty-fold and the cost cap comes off.

What £20 CPA target requires

Cost per order is cost per landing page view divided by the landing page view to order rate.

Cost per landing page view	3.3% to order	3.9% (UK today)	4.5%	5.0%	6.0%
£0.67 (UK today)	£20.30	£17.18	£14.89	£13.40	£11.17
£0.80	£24.24	£20.51	£17.78	£16.00	£13.33
£0.90	£27.27	£23.08	£20.00	£18.00	£15.00
£1.00	£30.30	£25.64	£22.22	£20.00	£16.67
£1.10	£33.33	£28.21	£24.44	£22.00	£18.33

The £25 target for days 1 to 30 corresponds to about £0.97 a landing page view at today's UK conversion. £20 at £1.00 a view needs 5.0%.

What a landing page view costs at £1,000 a day is an assumption, not a finding. The only guide in the account is January to May, when cost per click rose about 50% as daily spend rose 4.6 times. The plan's targets assume £0.90 to £1.10. Week one tests that.

6. Measurement and attribution

Automatic bidding spends towards whatever the Purchase event tells it. The tables behind this section are in the appendix.

Finding 1: most purchase events did not come through the web checkout

The dataset received about 1,394 purchase events in 28 days. 142 came from the browser and 1,144 from the server only. Meta attributed 81 orders to ads in the matching window, which is 57% of the browser-side purchases and a normal share. The server-only events outnumber the add-payment-info events (399) by three to one, so most of them did not pass through the web checkout. They are not all renewals either: 12,000 paying customers would produce about 12,000 renewals a month. What they are needs one answer from whoever built the integration. It matters because an algorithm fed charges that are not new customers learns to find existing ones.

Finding 2: purchase events reach Meta without the click

86% of checkout starts carry Meta's click ID. 2% of purchase events do. Part of that gap is finding 1: an event that never touched the website has no click to carry. The rest is the server not passing the click ID or, a third of the time, the browser ID. Ask your developer to capture both when the visitor lands, store them against the cart, and include them in the server purchase event. Then measure coverage on first orders placed through the web checkout, not on all purchase events.

Finding 3: every ad set counts view-through orders

All ad sets include 1-day view attribution, and campaigns built from February add engaged view, so campaigns are not compared like for like. Build every new campaign on 7-day click and 1-day view, and add the 7-day click column to the weekly report so the share of orders that came from a view alone is visible.

Finding 4: the purchase value is the postage

Each order passes about £3 as its value. Reported return on ad spend is therefore 0.62 for the year and about 0.16 on the new funnel, and neither says anything about the business. Do not use value optimisation or a ROAS target. Judge the account on cost per order and, once key change 5 is in place, on cost per paying subscriber.

Finding 5: three events cannot be read yet

The checkout-start event has under-recorded since 10 September (1.13 events per add to cart before, 0.49 after). The dataset also carries 48 Subscribe and 95 Cancel subscription events for the same 28 days. Against 12,000 paying customers those volumes are too small to be the whole picture, so neither is a rate until the store confirms what fires them.

7. Unit economics

The plan targets £20 an order. Since 10 September an order is a trial, not a customer. What matters is what the trial costs once it has turned into someone who pays £4.99 a month.

Figures supplied by the client

- Subscription price: £4.99 a month after a 14-day trial. Estimated lifetime value: about £50
- Breakeven cost per customer: about £50. About four months of subscription to break even
- Desired cost per order after scaling: £15 to £20, with tolerance for a higher figure where it unlocks volume

Cost per paying subscriber

Cost per trial order	80% trial-to-paid	60%	50%	40%
£17.25 (UK today)	£21.56	£28.75	£34.50	£43.13
£20.00 (target, days 61 to 90)	£25.00	£33.33	£40.00	£50.00
£21.28 (account today)	£26.60	£35.47	£42.56	£53.20
£22.00 (target, days 31 to 60)	£27.50	£36.67	£44.00	£55.00
£25.00 (target, days 1 to 30)	£31.25	£41.67	£50.00	£62.50

Media cost only. The tag, postage shortfall, payment fees, VAT and support time sit on top.

Reading the table

- At today's £21.28, the £50 breakeven is crossed when fewer than 43% of trials convert. At the £25 target for month one it is crossed at 50%
- At £4.99 a month, a paying subscriber acquired for £33.33 has returned the media cost after 6.7 months of payments. One acquired for £25 does it in 5.0
- The September change is an improvement only if a trial is worth at least 3.24 times what an old-funnel order was worth, because that is how much more each one costs (£21.28 against £6.57 on the same ads). If more than 31% of old-funnel orders went on to subscribe, the trial funnel cannot match that at any conversion rate
- Two of the supplied figures do not agree. Four months of subscription is about £20, and the breakeven is given as £50. Confirm which one the business runs on

What 90 days returns at the supplied lifetime value

Trial-to-paid	Paying subscribers	Lifetime revenue at £50 each	Media spend
40%	1,625	£81,250	£89,955
60%	2,437	£121,850	£89,955
80%	3,250	£162,500	£89,955

Target case: 4,062 trials from the plan in section 18. Before VAT, the tag, postage and payment fees. The plan covers its media above 44% trial-to-paid.

What to establish in week one

1. Trial-to-paid for each weekly cohort since 10 September. The first two weekly cohorts have already passed day 14
2. When cancellations happen: before day 14, in month one, month two, month three
3. Refund and dispute rate on the £4.99 charge
4. The delivery charge collected against the real cost of tag, packaging and postage
5. The share of old-funnel orders that ever subscribed, for the comparison above

The CPA ceiling is then arithmetic: the most the client will pay for a paying subscriber, multiplied by trial-to-paid. At a £40 limit and 60% conversion the ceiling is £24. At 45% it is £18, and the £20 target is too high. Set it from the data in week two and revisit it at each phase gate.

8. Retargeting and retention

Retargeting	Spend	Share of account	Orders	Cost per order
UK and Canada	£643.73	1.7%	57	£11.29
Germany	£580.33	1.5%	17	£34.14
All retargeting, 2026	£1,224.06	3.3%	74	£16.54
Of which new funnel, 10 Sep to 7 Oct	£128.88	0.3%	6	£21.48

The new-funnel line is part of the UK and Canada row. On the old funnel alone that row is £514.85 for 51 orders, £10.10 each.

- Under the old funnel retargeting cost more than cold traffic launched the same day: £10.10 against £8.76. Under the new funnel it has 6 orders, too few to read. Audience expansion was on throughout, so none of this is a clean test of retargeting
- The customer list on the account dates from July 2024 and holds 15,000 to 17,700 people. About 50 lookalike audiences are built from it and none was used in 2026

The pool was too small to matter. It is about to be large. At £0.95 a landing page view, £1,000 a day brings about 1,050 UK visitors a day. 40% of them reach the checkout, and at today's rates about 380 a day leave it without ordering. That audience has one objection, and it is the checkout. Retargeting creative should answer it directly: what is charged today, what is charged on day 15, how to cancel, and what happens to the tag if they do.

Retention

- Refresh the customer list on Meta from the current 12,000 paying customers. It is the exclusion list and the lookalike seed
- Ask whoever runs email and SMS for the day-0 flow. A customer who sets up the pet profile in the first week has a reason to keep paying. The onboarding figure of about 210 app users among 12,000 paying customers, if it holds, says most never get that far
- The product page promises a reminder on day 12. Confirm it is sent. It is the cheapest protection against disputes, and reminders before a trial converts are part of the UK subscription rules expected in spring 2027

9. Creative inventory and performance

471 ads ran in 2026 under 146 names. The table lists the creatives that carried the spend and groups the other 128 names.

Creative	Spend	Share	Orders	Cost per order	Link CTR	CPM
Core short video	£6,957.16	18.6%	1,306	£5.33	1.90%	£9.62
Core image 2	£6,567.23	17.5%	1,435	£4.58	1.24%	£4.41
Core flexible ad	£6,223.77	16.6%	1,519	£4.10	1.43%	£7.45
Static, weekend deadline (copy)	£2,845.33	7.6%	649	£4.38	3.45%	£14.59
Catalogue ad	£2,418.19	6.4%	597	£4.05	0.93%	£5.33
Core carousel	£1,676.48	4.5%	477	£3.51	1.77%	£7.41
Core ad 2	£1,322.36	3.5%	336	£3.94	0.99%	£3.78
Static, lost-pet warning	£1,080.52	2.9%	152	£7.11	1.50%	£8.75
Static, 48-hour sale	£828.74	2.2%	192	£4.32	1.72%	£8.42
Static, weekend deadline (original)	£750.01	2.0%	170	£4.41	1.60%	£6.04
Core image 1	£749.93	2.0%	103	£7.28	1.97%	£10.42
Video, customer supplied	£704.64	1.9%	114	£6.18	2.35%	£10.60
Flexible ads test	£625.36	1.7%	102	£6.13	1.88%	£8.13
Germany sales ad	£580.33	1.5%	17	£34.14	3.05%	£42.28
Video, UGC, fear-led	£466.78	1.2%	51	£9.15	3.75%	£25.84
Static, weekend deadline, purple	£452.46	1.2%	54	£8.38	1.41%	£7.30
Video, UGC creator 4	£202.80	0.5%	21	£9.66	2.42%	£23.28
Video, customer testimonial	£193.22	0.5%	17	£11.37	2.32%	£18.55
128 other ad names	£2,855.97	7.6%	187	£15.27	1.55%	£12.90
Total	£37,501.28	100%	7,499	£5.00	1.52%	£7.26

1 January to 7 October 2026, grouped by ad name. The ad-level export is within £0.19 of the account total. By format: static image 45.7% of spend at £5.32 an order, video 24.7% at £5.94, flexible 18.7% at £4.26, catalogue 6.4% at £4.05, carousel 4.5% at £3.51.

Finding 1: three creatives took 52.7% of spend

Core short video, Core image 2 and Core flexible ad took £19,748.16 between them and exist as 100 separate copies, because each rebuild of the structure duplicated them. Two of these three are still live. Core flexible ad is switched off, and the third live ad is Core image 1, which took 2.0% of the year's spend. Ads first built in 2024 and 2025 took 69.3% of 2026 spend at £4.50 an order.

Finding 2: the plan is 2.3 times the best week this account has had

Reference point	Spend a day	£1,000 a day is
Best single week, 7 to 13 May	£431	2.3x
Best three weeks, 30 April to 20 May	£383	2.6x
January to May average, all countries	£211	4.7x
Best UK month (February and May)	£150	6.7x
Last 28 days, new funnel, four countries	£62	16.2x

UK figures are the GB share of multi-country campaigns. The UK took 51.1% of 2026 spend.

From January to May cost per order doubled as spend rose from £70 to £323 a day on the same ads. Frequency stayed near 2.0 and link click-through rate rose through the year, from 1.26% in January to 2.12% in August, so people did not stop clicking. Fewer of those who clicked went on to order. Then cost per order went from £5.79 to £14.55 in four weeks and the account was switched off on 25 June. £1,000 a day through three ads puts that pressure on in days instead of months.

Finding 3: nothing new was given enough money to prove itself

131 new names were launched in 2026 and shared £11,515, an average of £88 each. 100 of them spent under £50 and 15 reached 10 orders. A test that ends before 10 orders has not tested anything.

Finding 4: statics and carousels look stronger than video, on thin evidence

The carousel ran at £3.51 an order, the cheapest in the account, on 4.5% of spend. It is one creative, and so is the catalogue ad, which is enough to justify making more of them and not enough to rank formats. On the new funnel the two live images run at £17.73 combined on 54 orders and the live video at £29.56 on 20.

Finding 5: deadline statics outperformed, and were switched off

The three versions of the weekend-deadline static took £4,047.80 for 873 orders at £4.64. The main one drew a 3.45% click-through rate, more than twice the account average, and carried the US test. The 48-hour sale static ran at £4.32. Neither is live. Both rely on a deadline, and section 12 explains why the deadline has to be real when they come back.

Finding 6: the live ads, on the new funnel

Live ad, 10 Sep to 7 Oct	Spend	Share	Orders	Cost per order	CPM	Link CTR
Core image 2	£664.08	38.5%	34	£19.53	£8.67	1.70%
Core short video	£591.10	34.3%	20	£29.56	£21.34	2.81%
Core image 1	£293.30	17.0%	20	£14.67	£12.66	2.06%
Other ads in the live campaign	£46.01	2.7%	1	£46.01		
Retargeting	£128.88	7.5%	6	£21.48		
Total	£1,723.37	100%	81	£21.28	£12.01	1.94%

20 to 34 orders per ad. The order of these three could change with another month of data.

- The hero ad shows a cat, and 82% of the client's customers have dogs. It is also the ad with the most volume, so test a dog version beside it rather than replacing it
- Two of the three live ads show the catalogue placeholder "{product.name}" as their headline in the Ad Library. Check the live preview in Ads Manager
- The copy reads "Hurry! Selling Out Fast" and "Free For A Limited Time" on a tag that is free all year, and no ad mentions the trial or the £4.99

Finding 7: who orders

Group	Spend	Orders	Share of orders	Cost per order
Women 18 to 34	£4,461.97	1,031	13.9%	£4.33
Women 35 to 64	£17,522.55	3,576	48.1%	£4.90
Women 65 and over	£6,695.66	1,283	17.2%	£5.22
All men	£8,439.69	1,550	20.8%	£5.44
Total with gender known	£37,119.87	7,440	100%	£4.99

£381.60 and 60 orders have no gender recorded. Almost all of this is old-funnel data: a free tag with no card for a subscription. Who pays after a trial is not known.

Women are 79% of orders, in line with the customer base. The plan's 35 to 60 band covers a little under half of all orders. When the band is adjusted by data, the groups to test first are women 65 and over and women under 35.

Finding 8: no audience was shown to matter

Single-interest ad sets took 31.2% of 2026 spend at £4.25 an order. Broad targeting ran at £4.22. Both ran under the same cost caps, and a cap pulls cost per order towards itself: a better audience shows up as more volume, not as a lower cost. So the fair reading is that no audience was shown to matter, not that audience cannot. The same caveat applies to the format and country comparisons. A national pet retailer took the most orders of any interest (946 at £3.92). No lookalike ran in 2026.

Relaunch, and do not relaunch

- **Relaunch in the audiences campaign:** Core image 1 (£14.67 on the new funnel, on 20 orders). Core image 2 (£19.53, on 34, with a dog version alongside). Core carousel (£3.51 on £1,676). Core flexible ad (£4.10 on £6,224). The 48-hour sale static (£4.32) and the weekend-deadline static (£4.38 at a 3.45% click-through rate), each with a real deadline attached. The customer-supplied video (£6.18), first choice for retargeting
- **Re-cut rather than relaunch:** the lost-pet warning static, £7.11 as built
- **Do not relaunch:** Core short video (£29.56 on the new funnel, on 20 orders, at a £21.34 CPM). The content-warning static. The fear-led UGC video. The UGC creator test batch (£531.18 for 45 orders at £11.80). Paid tag offers at \$5 and \$9. The Pet store and Dog walking interests

10. Landing page and ad-to-page match

Every ad sends people to one page: the tag product page. The table follows the promise from the ad to the page to the checkout to the policy.

Stage	Ad	Product page	Checkout	Policy
Tag price	A free smart QR tag	"£19.99 £0"	"FREE"	A free tag carries a three-month minimum subscription
Delivery	"Just Cover Shipping"	A small delivery cost that depends on location. No figure	Shown only after an address is entered	Not stated. Non-refundable in all circumstances
Subscription	Not mentioned	Paid plan: 14-day free trial, then £4.99 a month	"Recurring subtotal £0.00 every month"	£4.99 a month. No refund once a renewal is billed
Cancelling	Not mentioned	"In one tap, at any time". "No questions asked"	Link to the policy	By email to support, from the account address
The tag after cancelling	Not mentioned	The tag carries on working for life	Not mentioned	The tag may have to be returned
Urgency	"Hurry! Selling Out Fast". "Free For A Limited Time"	"Limited Time Offer - This Week Only"	None	None
Guarantee	None	None	None	14-day cooling off, refund only if the tag is returned

What the page does well. The price box states the trial and the £4.99 before the button. A three-step timeline explains the trial clearly, though it sits low on the page. There are four video testimonials, a full FAQ and a same-day dispatch promise, and it loads fast.

Findings

1. **The title tag says "No Subscription".** So does the meta description. The price box on the same page starts one
2. **The ad never mentions the trial.** Each step after it adds a condition the previous step left out
3. **No delivery price anywhere.** "Just cover shipping" is the offer, and the amount is hidden until an address is typed
4. **No proof.** No star rating, review count, customer number or press mention, and the reviews page is empty. Competitor A puts a count of over 30,000 five-star reviews in its first screen
5. **The headline feature needs the paid plan.** The hero promises a text with the tag's location as soon as it is scanned. Location alerts are part of the paid plan
6. **The "best in the UK" claim is unsupported.** A superlative with no source next to it
7. **The demo is American.** The sample profile shows an address in Springfield, Illinois, and two of the four testimonials are from the USA
8. **"This Week Only" runs every week.** Like the ad copy, it states a limit that does not exist
9. **The guarantee is missing.** The client told us it offers a 30-day money-back guarantee. The page does not mention one and the refund policy describes something narrower
10. **One page does every job.** Keep it as the destination, as planned, and test its first screen against each angle. The overlooked pages are the empty reviews page and a comparison page, which Competitor D has and the client does not

11. Mobile and page speed

Page speed

Metric	Mobile, lab	Mobile, real users (28 days)	Desktop, lab
Performance score	100	Core Web Vitals passed	
Largest contentful paint	1.2s	1.1s	0.6s
Interaction to next paint		190ms	
Cumulative layout shift	0.001	0	

PageSpeed Insights, 8 October 2026, product page URL.

Cause and cost. There is no speed problem to find a cause for, and it costs nothing. 84.4% of link clicks became landing page views across the year and 89% on the new funnel, which is in line with a fast page. Leave speed alone and spend the developer time on the checkout.

Mobile layout

Check	Result
First screen	Announcement bar, headline, sub-headline, product image. No price, no "free", no button
Price box	Starts 1,009 pixels down, 1.24 screens
First call-to-action button	1,421 pixels down, 1.75 screens
Sticky add-to-cart bar	None
Page length	12,875 pixels, about 16 screens

Emulated Android phone, 375 by 812, Chrome.

- Someone who tapped an ad that said FREE lands on a screen that does not say free and has nothing to tap. 40% of visitors still reach the button, so this is a lift to test, not a break to fix
- The fix is small: a sticky bar carrying the full offer in one line and the button, and the price box moved above the product image on mobile

Not tested, and what to check

No iPhone and no physical handset was used. Most Meta traffic opens in the Facebook or Instagram in-app browser, which behaves differently from Safari or Chrome. Ask your team to run three checks on an iPhone, inside the Instagram in-app browser, from a live ad:

- Do the express payment buttons appear and complete an order that contains the subscription?
- Does address autofill work, and does the keyboard cover the card fields or the pay button?
- Is the order summary, with its recurring line, open or collapsed by default on a phone?

12. Offer architecture and risk reversal

Layer	What the customer gets	What it costs
Tag	QR tag in green, lilac or orange. An engraved version is a paid option	£0, shown against £19.99
Delivery	National postal service, same-day dispatch before 3pm on weekdays	Not stated. Orders pass about £3.43 on average
Free tier	Pet profile, contacts and lost mode, "free for life"	£0
Paid plan	Location alerts and the other paid features	£0 for 14 days, then £4.99 a month, card taken at checkout

The structure is sound. A free tag, a free tier that works for life and a £4.99 plan is an offer that can be stated in one honest line. The problem is that it is stated in three different ways.

Risk reversal: what is promised and what is written

The product page promises one tap, no questions, a tag that works for life and nothing to pay before day 14. The policy sets a three-month minimum, cancellation by email from the account address, a tag that may have to be returned, a cooling-off refund only if the tag comes back, and no refund on any renewal once billed. The table in section 10 sets the two side by side.

A customer who cancels on day 20 expecting one tap finds an email address and a three-month term. That is the story the one-star public reviews tell: unexpected monthly charges, charged after cancelling, cancellation ignored. It is also the claim a card dispute is built on.

Exposure

This is a marketing audit, not legal advice. Have the terms reviewed. Four points are worth raising with whoever does that:

- The UK unfair commercial practices rules in the Digital Markets, Competition and Consumers Act 2024 have applied since 6 April 2025, and the CMA can now fine a business directly, up to 10% of global turnover
- The CMA's price transparency guidance says mandatory delivery charges belong in the headline price, and where they vary they must be disclosed in enough detail for the customer to work out the total. "Just cover shipping" with no figure until the address step sits badly against that
- The CMA's first cases under the Act include investigations into time-limited sales that did not end. "This Week Only", "Free For A Limited Time" and "Selling Out Fast" on a permanent offer are the same pattern
- The subscription contract rules in the same Act are expected in spring 2027: clear information before sign-up, a reminder before a free trial converts, and a simple way out

Sources: two UK law firm briefings on the CMA's first enforcement cases under the Act, its price transparency guidance and the delayed subscription rules.

Recommended architecture

1. **One line, used everywhere.** "Free tag. £X.XX delivery. Paid plan free for 14 days, then £4.99 a month. Cancel any time in your account." In the ad, the sticky bar, the price box and the checkout
2. **Make the policy match the page.** Remove the three-month minimum and the tag return, and make cancellation self-serve. If the three-month term has to stay, it goes on the page, in the price box
3. **State the guarantee.** Put the 30-day money-back guarantee on the page, in the checkout and in the refund policy, in the same words
4. **Replace invented urgency with real dates.** Fireworks night, Black Friday week and the last order date for Christmas are deadlines that exist
5. **Keep FREE as the headline for Black Friday, and give the week something that ends.** The tag is free all year, so "free" alone has no deadline. Free delivery or a 30-day trial that stops on 30 November makes the deadline true
6. **Lead with the free tier.** Four of five competitors advertise "no subscription" or a free plan. "The tag works free for life. The paid plan is optional" is a stronger and more defensible line than a title tag that says no subscription

Items 2 and 3 make the offer easier to leave. That will cost some subscribers who stay today only because leaving is hard. Section 7 is where that trade is priced, once trial-to-paid and cancellation timing are known.

13. Checkout analysis and conversion tests

The path

Step	What the customer sees	Problem
1. Button	The call-to-action button opens the checkout directly	None. Skipping the cart is right for a single product
2. Order summary	Paid plan, monthly: FREE. Tag: FREE. Subtotal £0.00. Shipping: "Enter shipping address". Total £0.00. "Recurring subtotal £0.00 every month"	The recurring line is wrong. The £4.99 from day 15 does not appear anywhere on the checkout
3. Express payment	Express buttons at the top	Not verified to complete a subscription order
4. Contact and address	Email, then full delivery address	Delivery price still unknown at this point
5. Shipping method	Appears once the address is in	First sight of a charge on an order sold as free
6. Payment	Card required. One digital wallet offered	A card is asked for against a total the customer was told is £0.00 a month
7. Legal text	"You expressly and affirmatively agree that you will be automatically charged the recurring amount(s) shown in your cart"	The amount shown is £0.00. The link leads to the three-month minimum
8. Pay	"Place my order"	

Walked on desktop Chrome on 8 October 2026. Nothing was entered or submitted. Section 2 shows what the drop at this step is worth.

Conversion tests, in priority order

#	Test	Change	Read on	Effort
1	Real recurring line	The summary reads "£0.00 today, then £4.99 a month from [date]". Confirm with the subscription app whether this is a setting	Cart-to-order. Trial-to-paid 14 days later. Disputes	Low
2	Delivery price up front	State the delivery price in the price box and the sticky bar	Cart-to-order	Low
3	Terms and reassurance at the pay button	One block above "Place my order": reminder on day 12, cancel in your account, 30-day guarantee, tag works for life	Cart-to-order. Disputes	Low
4	Mobile first screen	Sticky bar with the one-line offer and the button. Price box above the image	Landing page view to cart	Low
5	Proof at the point of payment	Star rating and review count beside the button and in the checkout	Cart-to-order	Low, once reviews exist
6	Abandoned checkout sequence	Email at 1 hour and 24 hours that answers the trial question in plain words	Recovered orders	Low
7	Express payment	Confirm wallets complete a subscription order on iOS in-app. Lead with them if they do	Cart-to-order on mobile	Medium
8	Card-free path	Half of traffic gets the old flow: tag and delivery only, the paid plan offered after the order and in the app	Cost per paying subscriber at day 30	Medium
9	Trial length	30 days against 14	Trial-to-paid. Cost per paying subscriber	Low

How to run them

- ♦ Tests 1 to 3 are corrections, not experiments. Ship them together in week one and read the before and after. Showing the real price may lower cart-to-order while it raises trial-to-paid and cuts disputes, so judge them on cost per paying subscriber
- ♦ One test at a time from test 4 onward. At about 420 carts a day split two ways, a two-point difference in cart-to-order needs about 3,700 carts in each half to read with confidence, which is about 18 days
- ♦ Every checkout test is read twice: on cart-to-order straight away, and on paid conversion once the cohort passes day 14. A change that lifts orders and lowers paid conversion has failed
- ♦ Test 8 answers whether the September funnel change was right, with the client's own numbers instead of an assumption. It is listed eighth because it takes development work, not because it matters less. Start building it in week one

14. Competitors and unclaimed positioning

Advertiser	Active UK ads, 8 Oct 2026	Lead message
Competitor A, own page	82	Free tag offer. Claims over 600,000 customers
Competitor A partner pages (two content pages)	30	The same free tag offer. One copy block, repeated
Competitor B	About 90	Seasonal discount: 40% off trackers
Competitor C	6	GPS tracker, no subscription
Competitor E	3, all launched 6 to 7 October	£11.99 one-off price, no monthly subscription
The client	3	Free smart QR tag, delivery only to pay

Meta Ad Library, UK, active ads. A search for "QR pet tag" returns 35 active ads. Competitor A sells a free tag with a paid plan. B and C sell GPS trackers. D and E sell one-off tags.

How five competitors build the offer

Brand	Entry price	Subscription	Risk reversal	Proof on the page
Competitor A	Free tag, pay postage	Free plan. Premium at about £7 to £9 a month	No contract, leave at any time	Claims over 3,000,000 pets and 30,000 five-star reviews. 4.3 from about 24,000 reviews on the main review site
Competitor B	GPS tracker at 40% off	Required, billed yearly or two-yearly	30-day money back	Creator and celebrity partnership ads
Competitor C	£149	None. One payment for the device	42-day trial	850+ reviews
Competitor D	£29.99, was £39.99	None. One-off purchase with lifetime access	30-day returns, free delivery	4.5 out of 5 from 60+ reviews
Competitor E	£11.99	None	Not stated	New entrant
The client	Free tag, pay postage	Free tier. Paid plan at £4.99 a month after a 14-day trial	Stated three ways. Section 12	3.2 from 18 on the main review site. None on the page

Public offer pages, 8 October 2026. Competitor A and Competitor B plan prices were seen in dollars from outside the UK (\$9.13 and \$6 to \$10 a month). Confirm both from a UK connection.

- ♦ The competitor on Meta is not the GPS tracker. It is the other free tag. Competitor A runs the same mechanic, free tag and postage, with 112 active ads to the client's 3 and a proof base the client cannot match this year
- ♦ Competitor A's weakness is sameness. Its partner pages run one copy block many times. Nobody in the category is running varied creative at volume
- ♦ Four of five competitors sell on "no subscription" or a free plan. A buyer who has seen those ads arrives at the client's card form already wary of a monthly charge
- ♦ The client has the cheapest monthly plan in the set: £4.99 against about £7 to £9 at Competitor A. The one-off tags cost less than a year of the paid plan (£59.88): Competitor E at £11.99 and Competitor D at £29.99. That is the comparison their ads invite, and no ad from the client answers it
- ♦ Competitor B and Competitor A both run creator partnership ads in the UK. The client has none, which is the case for partnership ads in month two. For the US, one brand sells a one-off QR tag and is the one to study before the launch

Unclaimed positioning

On 8 October nobody in the UK Ad Library was holding these positions:

- ♦ **Breed by name.** Every competitor ad addresses "pet parents" in general. Cockapoo is the top breed in the customer base by a wide margin, then Cavapoo and Labradoodle
- ♦ **Fireworks night.** A fixed date, 5 November, with a real reason to act before it
- ♦ **£4.99 a month against £149 up front.** Trackers advertise features and tags advertise free. Nobody compares. State it as monthly against one-off
- ♦ **The new puppy.** 44% of customers' pets are under three, and nobody addresses the first weeks of ownership
- ♦ **Nearby vets are alerted.** A feature the client describes on its site and no ad has used
- ♦ **The gift.** Men are 21% of orders with no ad written for them
- ♦ **Honest terms.** Free-tag ads say free and stop. This one is only available once the policy matches the page

Already claimed: "free tag" (Competitor A, 112 ads: use it, because it is the offer, but it will not differentiate), "no subscription" (Competitor C, Competitor D, Competitor E), live GPS tracking (Competitor B), and scale of proof (Competitor A).

15. 90-day plan

Three phases of 30 days. UK only, women 35 to 60, automatic bidding, all traffic to the tag product page. The ladder beyond the UK is in section 16 and the creative in section 17.

- ♦ **Phase 1, days 1 to 30 (8 October to 6 November): restructure at £1,000 a day.** Target: £25 cost per order on £30,000, about 1,200 orders. Phase goal: 7-day rolling cost per order at £25 or under on £1,000 a day, and three or more new ads at £20 or under with 10 or more orders each
- ♦ **Phase 2, days 31 to 60 (7 November to 6 December): scaling campaign and Black Friday.** Target: £22 cost per order on £29,980, about 1,360 orders. Phase goal: 7-day rolling cost per order at £22 or under, with the scaling campaign carrying its spend at £22 or under
- ♦ **Phase 3, days 61 to 90 (7 December to 5 January): Christmas gifting and new pet season.** Target: £20 cost per order on £29,975, about 1,500 orders. Phase goal: 7-day rolling cost per order at £20 or under on £1,000 a day, and the US launch pack ready

Campaigns and daily budgets

Campaign	Phase 1	Phase 2	Phase 3	Setup
Creative testing, ad set budgets	£400	£400	£400	Broad. Five ad sets at £80 once there are enough ads, one angle per ad set, 5 to 6 ads each: images, carousels, videos. One ad set is partnership ads from phase 2. Cat ads join as one ad set in phase 3 if the test passed
Audiences, campaign budget	£300	Closes		£50 a day minimum per ad set. Pet retailer + Pets. Puppy + Dog collar + Dogs. 1% lookalike of the 12,000 paying customers. 1% lookalike of 180-day purchasers. Broad control. Best past ads relaunched. Any audience that beat the broad control moves into scaling as its own ad set
Scaling, campaign budget		£300	£500	Winners only: ads with 10 or more orders at £20 or under. The main campaign by phase 3
Retargeting	£50	£100	£100	From 17 October. Cart and checkout without order (14 days), visitors (30 days), engagers (30 days), 50% video viewers. Audience expansion off. Up to £200 only if frequency and results support it
Legacy campaign	£100			Unchanged, on its own budget, until the new structure beats £21 over seven days
Winners headroom	£150 to £200			Moved every 2 to 3 days into whichever ad set holds £25 or under on its 7-day cost per order
Cat test, 7 to 20 November		£50		Own campaign. One ad set, 5 to 6 cat ads, broad. About 28 orders in total, so read it at ad set level as direction. Keep if within £3 of the dog ad sets. Budget moves to scaling after
Black Friday campaign, 24 to 30 November		£640		Separate campaign, own budget. FREE as the headline on every ad
Total a day	£1,000	£850 or £1,490	£1,000, £500, £1,225	

Purchasers of the last 180 days and the customer list are excluded from every campaign. The Black Friday £640 sits on top of the £850 base. Phase 2: 23 days at £850 and 7 at £1,490 total £29,980. Phase 3: 14 days at £1,000, 5 at £500 and 11 at £1,225 total £29,975.

Week by week

Week	Dates	What happens	Check at the end of the week
1	8 to 14 Oct	New campaigns live. Checkout tests 1 to 3 shipped. Customer list exported and uploaded. Click ID fix briefed. Review replies written	Spend reaching £1,000 a day. Recurring line shows £4.99
2	15 to 21 Oct	Retargeting live on the 17th. Fireworks ads live by the 20th, each with an order-by date. First kill and keep round. First trial-to-paid read	Trial-to-paid for the first two cohorts. CPA ceiling set
3	22 to 28 Oct	Second batch of ads in. Mobile first-screen test. Budget moves every 2 to 3 days	First ads at 10 or more orders
4	29 Oct to 6 Nov	Fireworks ads off after their order-by date, assumed 2 November. Legacy campaign decision. Phase 1 gate	7-day cost per order at £25 or under. Three winners
5	7 to 13 Nov	Scaling campaign opens with winners only. Cat test starts. Creator shortlist approved by the 10th	Scaling at £22 or under
6	14 to 20 Nov	Black Friday wording signed off by the 14th. Black Friday ads built and partnership ads live by the 17th. Cat test ends on the 20th	Cat decision. Stock confirmed for about 475 orders in Black Friday week

Week	Dates	What happens	Check at the end of the week
7	21 to 27 Nov	Black Friday campaign live on the 24th. Black Friday is the 27th	Daily cost per order through the week
8	28 Nov to 6 Dec	Black Friday campaign ends on the 30th. Back to £850. Last Christmas order date confirmed by 1 December. Phase 2 gate	7-day cost per order at £22 or under
9	7 to 13 Dec	£1,000 a day. Gift ads lead. Possible test: open targeting to men for the gifting season, in one ad set with ads written for the buyer	Gift ads against evergreen
10	14 to 20 Dec	Gift ads run to the last order date, then off. Men test decision on the 20th	Stock confirmed for 1,500 orders in the phase
11	21 to 27 Dec	£500 a day from the 21st to the 25th. New puppy and kitten ads from the 26th at £1,225 a day. Fireworks ads reused for New Year's Eve with a new order-by date	Spend stepping back up cleanly
12	28 Dec to 5 Jan	New pet and new year ads. US launch pack assembled from UK winners. Phase 3 gate and the step 1 decision	7-day cost per order at £20 or under

- ♦ The season has never been tested. The fourth quarter of 2025 took £4,373 in total, £48 a day, at £3.17 in November and £3.97 in December, with no seasonal campaign and no seasonal creative
- ♦ In 2025 cost caps held cost per order between £3.01 and £3.97 all year, and spend swung from £6,631 in April to £1,350 in June as the caps choked delivery. January 2026 was the cheapest month of the year at £2.93, at £70 a day under a cap. February to May took 79% of 2026 spend. Both summers were weak on the same ads

What your team needs from the business

- ♦ Week 1: a fresh export of paying customers for the lookalike seed and the exclusions. The checkout corrections. The last order date for delivery before 5 November, by 13 October. Replies to the open public reviews and a route for happy customers to leave new ones
- ♦ By 10 November: approval of the creator shortlist. By 14 November: sign-off of the Black Friday wording. By 1 December: the last order date for Christmas delivery and stock for 1,500 orders in phase 3. By 5 January: the US launch date and confirmation that US distribution is ready
- ♦ Operations: the account has averaged about three orders a day since the funnel changed, and phase 1 is 40 a day. Confirm that same-day dispatch holds at 40 to 70 orders a day, and that the support inbox can carry cancellations at 1,200 trials a month

16. Budget scaling ladder

The ladder starts where the client has chosen to start, at £30,000 a month in the UK. It then adds the US in three steps to £60,000 a month. Each step has results that must hold before it is taken.

Step	Monthly budget	Split	Earliest date	Results that must hold before the step
0	£30,000	UK £1,000 a day	8 October 2026	Starting point. Held to £25, then £22, then £20 across the three phases
1	£40,000	UK £30,000. US £10,000 (£333 a day)	6 January 2027	UK spent in full for 30 days at £20 or under. UK landing page view to order at 5% or higher. Trial-to-paid known and cost per paying subscriber under the ceiling. Click ID coverage on web first orders within 15 points of checkout starts. US checkout live in dollars with delivery and terms stated. Eight or more winning ads re-cut for the US
2	£50,000	UK £30,000. US £20,000 (£667 a day)	3 February 2027	US 14-day cost per order at £25 or under. First US trial cohort past day 14 with trial-to-paid within 10 points of the UK. UK still at £20 or under
3	£60,000	UK £30,000. US £30,000 (£1,000 a day)	3 March 2027	US 14-day cost per order at £22 or under at £667 a day. Fifteen or more US-specific ads live. No single ad above 25% of US spend
Hold	£60,000	UK and US at £1,000 a day each		Both markets at £20 or under on a 30-day read

US steps use the same phase targets as the UK: £25, then £22, then £20. The dates are the earliest each gate can be read. They are not commitments.

Why the US, and why in that order

- The US ran from February to May 2026 at £5.01 an order on £4,129, level with the UK at £4.87, on a CPM of £13 to £17.50 against £6 to £8. Both ran under the same cost caps and the old funnel, so this says the US is worth a gated test and nothing more
- People get pets around Christmas and New Year, and they are going to need a tag. January was the cheapest month of 2026 at £2.93, and February to May carried the year's highest spend. The ladder puts the first US money into January and the full £30,000 into March
- The client reports that US distribution is ready. The checkout terms, the delivery price in dollars and a US version of the demo profile are not confirmed

Rules that govern the ladder

1. One step at a time. No step is skipped
2. A step is held for at least 28 days: 14 days of spend, and 14 more for the first trial cohort at that level to reach its first payment
3. Gates are read on the 7-day and 14-day rolling cost per order in Ads Manager, checked against store first orders
4. Inside a step, budgets move every 2 to 3 days on the 7-day rolling cost per order, by no more than 20% to 30% at a time
5. If the 7-day cost per order sits more than 20% above the step's ceiling on two readings in a row, go back to the previous step, fix the cause, and re-enter through the gate
6. Automatic bidding at every step. No cost caps and no bid caps
7. The UK budget is never cut to fund the US
8. The UK and the US run in separate campaigns. No ad set mixes countries, because one budget across four markets cannot be read by market
9. Seasonal weeks run above or below the daily line inside the monthly total: Black Friday week and Boxing Day to 5 January above, 21 to 25 December below
10. Canada (17 new-funnel orders), New Zealand (19) and Australia (5) are not on the ladder. None has enough new-funnel data to rank

17. Creative directions and production

Twelve directions, each tied to a finding in this audit. They are dog-led unless stated. Statics and carousels come first, because they have looked stronger than video on this account under both funnels.

#	Direction	The idea, and the first ads	Tied to
1	Free, stated in full	The offer in one line with nothing left for the checkout to reveal. Three statics with the line over the tag on a collar. One carousel: today, day 12, day 14	The 8.1% cart-to-order rate and ads that never mention the trial
2	Fireworks night	The one evening a year when dogs bolt, with a date attached. Static: a dog under a table, "5 November is coming". Carousel: what happens when someone scans the tag on bonfire night	Unclaimed in the Ad Library. A real deadline to replace "Selling Out Fast"
3	Breed callouts	Cockapoo, Cavapoo and Labradoodle owners addressed by name, with their dog in the picture. One static per breed, one carousel of customer dogs	The customer base, and Competitor A's one cloned message
4	Lost-pet warning	The cost of not having the tag, told before the event. Three new statics, one with the screen a finder sees	152 orders at £7.11 as built. The angle has demand, the execution needs new versions
5	Escape artist	The dog who gets out, played for laughs. Two short videos from customer footage, two statics in the owner's voice	Fear-led UGC drew a 3.75% click-through rate and did not convert
6	A deadline that is true	The format behind the account's best statics, on dates that exist. Black Friday statics ending 30 November, "order by" statics for Christmas	The weekend-deadline static at £4.64 across 873 orders, and the exposure in section 12
7	£4.99 a month against £149 up front	The price comparison nobody runs, stated as monthly against one-off. Two side-by-side statics, one carousel of what is free and what £4.99 adds	The competitor table in section 14
8	Customer proof	Real customers, real reunions, real dogs. The four testimonial videos on the product page cut to 15 seconds	The customer-supplied video at £6.18 with a 2.35% click-through rate. No proof on the page
9	Partnership ads	UK dog creators, doodle breeds first, from the creator's handle. Three to five creators, live by 17 November	Competitor A's partner pages and Competitor B's creator ads
10	The gift	The present for the dog mum, written for the person buying it. Six gift statics for 7 to 20 December	No gifting creative in the category. Men are 20.8% of orders with no ad aimed at them
11	The new puppy	The first thing to sort for a new dog or kitten, from Boxing Day. Checklist carousel, "first walk" static, kitten versions	44% of customers' pets are under three
12	The cat set	A small set for cat owners in its own campaign. Five cat ads at £50 a day from 7 to 20 November	Cats are 18% of customers. Cat interests ran at £4.16 against £4.42 for dog interests

What to produce: 30 ads a month, minimum

Phase	Split of the 30 ads
1, 8 Oct to 6 Nov	Free, stated in full 7. Fireworks night 6. Breed callouts 5. Lost-pet warning 4. Escape artist 4. Customer proof 4
2, 7 Nov to 6 Dec	Black Friday FREE with the deadline 8. Partnership and creator ads 6. Gift for the dog mum 6. £4.99 against a £149 tracker 5. Cat set 5
3, 7 Dec to 5 Jan	Christmas gift for the dog mum 8. Last order date for Christmas 4. New puppy and new kitten 8. New year 5. Iterations of the top winners 5

- ♦ Serafinity does not produce the ads. This is what the in-house team needs to deliver: about 14 statics, 8 carousels and 8 videos a month, as seven or eight finished ads every Monday, not 30 at the end of the month
- ♦ Seasonal ads are finished a week before they go live: fireworks by 13 October, Black Friday by 17 November, Christmas by 30 November, new pet by 18 December
- ♦ Ask your team for a written brief per direction, the kill and keep list on Thursdays, and a creative log of every ad with its direction, launch date, spend, orders and status

Testing rules

- ♦ One angle per ad set, five or six ads, £80 a day, run for 14 days. Meta will put most of the £80 behind two or three of them, and that concentration is the first read
- ♦ Switch an ad off at £50 spent with no order, or at £100 spent if it is above £30 an order
- ♦ An ad with 10 or more orders at £20 or under moves to the scaling campaign as a candidate. Ten orders is a small sample, so it keeps its place only if it holds £22 or under across its next 20 orders
- ♦ Each ad is launched once in testing, under one name: direction, format, version, launch date. A direction is dropped after two batches with no winner, not after one
- ♦ Planning assumption, not a benchmark: two to four winners from 30 ads. The account's own record is no guide, because 100 of the 131 ideas launched in 2026 were never funded past £50

18. Projected outcomes, timelines and risks

Three scenarios for 90 days

Scenario	Days 1 to 30	Days 31 to 60	Days 61 to 90	Orders in 90 days	Blended cost per order
Target	£25.00	£22.00	£20.00	4,062	£22.15
Conversion lags plan	£28.21	£25.64	£22.22	3,582	£25.11
Downside	£33.33	£33.33	£33.33	2,699	£33.33

Cost per order by window. Spend is £30,000, £29,980 and £29,975, £89,955 in total. Target is 1,200, 1,363 and 1,499 orders. "Conversion lags plan" uses the grid in section 5: £1.10 a landing page view at 3.9%, then £1.00 at 3.9%, then £1.00 at 4.5%. "Downside" holds £1.10 a view at 3.3% throughout. These are projections from 28 days of new-funnel data at £62 a day. Treat them as ranges, not forecasts.

What the orders become

Trial-to-paid	Target: paying subscribers	Target: media cost each	Downside: paying subscribers	Downside: media cost each
40%	1,625	£55.36	1,080	£83.29
60%	2,437	£36.91	1,619	£55.56
80%	3,250	£27.68	2,159	£41.67

The row that applies is unknown until key change 5 is done. Against the £50 breakeven the client supplied, the target case needs 44% trial-to-paid and the downside needs 67%.

What will look worse before it looks better

- Cost per order.** £17 to £21 today, £25 to £30 in weeks one to three. Spend rises sixteen-fold, every campaign is new and learning, and the cap that held delivery down is gone
- Reported return on ad spend.** It stays under 0.2. It measures postage against media and should be removed from every report
- The new campaigns against the legacy one.** For the first two weeks the legacy campaign will look better: it has two years of history and three proven ads. Compare on the 7-day cost per order from day 14, not before
- Orders after the checkout shows £4.99.** Cart-to-order may dip when the real recurring price appears. Trial-to-paid should rise and disputes should fall. Judge the change on cost per paying subscriber
- Attributed orders after the measurement repair.** The count in Ads Manager will change when other charges stop arriving as purchases and click IDs start arriving. Expect a week of numbers that do not compare with the week before
- Most new ads.** Most of each batch of 30 will be switched off. That is the system working

Risks

Risk	Likelihood	What it does	Mitigation
The creative bench is too thin for £1,000 a day	High	Three ads absorb the budget and cost per order follows the May to June curve	30 ads a month from week one. Winners relaunched on day one. The 25% share rule
The checkout is not corrected before spend rises	High	£30,000 a month is spent at 8% to 10% cart-to-order	Tests 1 to 3 shipped in week one
Trial-to-paid is under 44%	Unknown	Every order is bought above breakeven	Cohort read in week two. CPA ceiling set from it. Test 8
Automatic bidding overspends on weak ads	Medium	A repeat of June: £8.76 against £4 to £5	Kill rules. Budget moves every 2 to 3 days. Step-down rule
Under-attribution starves the algorithm	High today	Meta optimises on a fraction of real orders	Key change 2
Terms and urgency claims draw a complaint, a platform flag or a regulator	Medium	Ad rejections, disputes, or worse	Section 12: one line, one policy, real dates
Payment disputes rise with volume	Medium	Processor review at the point of scaling	Real recurring line. Day-12 reminder. Self-serve cancellation
Black Friday CPM inflation	High	Cost per order above target in the highest-spend week	Separate campaign and budget. Read the week on its own
Competitor A outspends on the same offer	Certain	Higher auction cost on "free tag"	Directions 2, 3, 7 and 11

19. Reporting cadence and QA support

Serafinity audits and does not manage accounts. The cadence below is for the team or agency that runs this one.

When	What	Who
Every 2 to 3 days	Budget moves on the 7-day rolling cost per order. Kill and keep on ads	Media buyer
Monday	Weekly scorecard. New ads delivered and launched	Media buyer, creative team
Thursday	Kill and keep list back to the creative team	Media buyer
Every two weeks	Creative review: which directions produced winners, what to make next	Both
Day 30, 60, 90	Phase gate against the goal in section 15 and the ladder in section 16	The client, with the scorecard

Weekly scorecard

Metric	Source	Phase 1	Phase 2	Phase 3
Spend a day	Ads Manager	£1,000	£850, £1,490 in Black Friday week	£1,000, £500, £1,225
7-day cost per order	Ads Manager	£25 or under	£22 or under	£20 or under
Landing page view to order, UK	Ads Manager	3.9% or higher	4.5%	5.0%
Cart-to-order, UK	Ads Manager	9.7%	11.2%	12.4%
New ads launched in the week	Creative log	7 or more	7 or more	7 or more
Ads at 10 or more orders and £20 or under	Creative log	3 by day 30	8 in total	12 in total
Largest ad's share of spend	Ads Manager	Under 40%	Under 25%	Under 25%
Trial-to-paid, latest cohort	Subscription platform	Measured	At or above the rate behind the ceiling	Same
Cost per paying subscriber	Calculated	Measured	Under the ceiling	Under the ceiling
Meta orders against store first orders	Both	Measured	Within 15%	Within 15%
Review-site score and unanswered reviews	Review site	All answered	Above 3.5	Above 4.0

Cart-to-order targets are the landing page view to order targets at today's 40.2% landing page view to cart. Return on ad spend is left out on purpose.

One month of QA support

The audit includes one month of written QA support while your team implements, from 8 October to 7 November. Use it for:

- ♦ A check of the campaign build against section 15 before it goes live
- ♦ A read of the first two creative batches against the directions in section 17
- ♦ A check of the checkout corrections once they ship, on the same walk-through used in section 13
- ♦ The first trial-to-paid cohort and the CPA ceiling that follows from it
- ♦ The phase 1 gate at day 30, and any question on a figure, a finding or a rule in this document

Appendix. Tracking detail and glossary

Event match quality

Event	Match quality (out of 10)	Click ID coverage	Other keys
Purchase	6.8	2%	Email 100%, external ID 100%, IP address 78%, browser ID 64%, phone 10%
Add payment info	8.2	50%	
Initiate checkout	6.7	86.3%	Email 11.8%
Add to cart	6.4	82.9%	
View content	6.3	62.6%	
Page view	6.5	41.2%	
Subscribe	6.9	n/a	Email 100%, browser ID 50%

Web events, read on 8 October 2026.

Event volumes, 11 September to 8 October, whole site

Event	Events received	Note
Add to cart	4,442	All traffic sources
Initiate checkout	1,867	Under-recording since 10 September
Add payment info	399	
Purchase	1,394	1,144 from the server only, 142 from the browser
Subscribe	48	Definition not verified
Cancel subscription	95	Definition not verified
Purchases Meta attributes to ads (10 Sep to 7 Oct)	81	57% of browser-side purchases

Glossary

Term	What it means here
Order	A Purchase event that Meta credits to an ad. Since 10 September, a free tag with a 14-day trial of the paid plan and a card on file
Cost per order (CPA)	Media spend divided by orders
Trial-to-paid	The share of trials that are charged £4.99 on day 14 and become paying subscribers
Cost per paying subscriber	Cost per order divided by trial-to-paid
CPA ceiling	The most the client should pay for an order, given trial-to-paid and what a paying subscriber is worth
CPM, link CTR	The cost of 1,000 ad impressions, and the share of impressions that produce a click through to the site
Landing page view	A click where the page finished loading. The count of real visits from ads
Cart-to-order	The button opens the checkout, so an add to cart is an arrival at the checkout. Cart-to-order is the share of those arrivals that complete
Cost cap, automatic bidding	A cost cap tells Meta the average cost per order to aim for and restricts delivery when it cannot find orders at that cost. Automatic bidding spends the full budget for as many orders as it can find
Attribution setting	The rule for crediting an order to an ad: within 7 days of a click, or 1 day of a view
Click ID, browser ID	Identifiers Meta places when someone clicks an ad or visits the site. Sent back with an order, they let Meta match the order to the ad
Server event	Order data sent to Meta from the store's server, through the conversions API, instead of from the visitor's browser
Retargeting, lookalike	Ads shown to people who have already visited, and an audience Meta builds to resemble a list, here the paying customers
Return on ad spend (ROAS)	Order value divided by media spend. Not useful here, because the order value is postage

Prepared by Serafinity. Primary data pulled from the client's ad account and pixel dataset. Published with the client's written permission, with identifiers redacted at their request.