Meta Advertising Audit and 90-Day Scale Plan

Sample deliverable, client identifiers redacted

Client	[redacted]
Account reviewed	[redacted]
Audit tier	Full Audit
Media spend reviewed	$749,655 over the six months to 15 October 2026, with $3,778,470 of earlier spend used for trend and seasonality
Review window	16 April to 15 October 2026
Plan window	19 October 2026 to 16 January 2027
Prepared by	Serafinity
Date	19 October 2026

> The ads make money on average. Over the six months they brought back $1.71 of sales for every $1 spent (a ROAS of 1.71). Once an order's costs are paid, and with every store order counted (Meta credits the ads with three in four), the account needs a ROAS of 1.39 to break even. The money is lost at the top of the budget. From June, on days above $5,000 of spend, each extra $1 brought back only $1.26, and above $6,500 only $1.02. That extra spend lost $9,220. Holding $5,000 a day makes a little more profit than carrying on over the next 90 days, on $65,353 less spend.

About this sample. This is an audit of a real ad account, published with the account owner's permission and anonymised. The brand, its domain, its product lines, its markets other than the main one, competitor names, campaign and ad names, and account and dataset identifiers have been replaced with descriptions. Quoted copy and review or customer counts that would identify the brand or a competitor are replaced with a description in square brackets. Competitor prices are rounded and ad launch dates are given to the month. Every account figure, percentage and conversion rate is exactly as computed from the account. Nothing has been softened or improved after the fact. One competitor point that would identify the brand is left out.

Summary

ALL TIERS

1.71
ROAS over the six months: $1.71 of sales for every $1 of ads, as Ads Manager reports it

1.39
The ROAS Ads Manager has to show for the ads to break even, once each order's costs are paid and every store order is counted

$9,220
Lost on the spend above $5,000 a day, June to October

82%
Of the 4,852 ads launched in the six months, the share that spent under $50

The audit in one paragraph

In the six months to 15 October the client spent $749,655 on Meta. Ads Manager credits the ads with 29,027 purchases and $1,284,497 of sales: a ROAS of 1.71, at $25.83 of ad spend per purchase. An average order of $44.25 costs $20.06 to make, pack, post and refund, so it leaves $24.19. The store also takes more orders than Ads Manager shows: Meta credits the ads with about 76% of them. Counting every store order as won by the ads, the account breaks even at a ROAS of 1.39, so at 1.71 it makes money: $171,369 after ads over the six months. The trouble is the top of the budget. From June to October, the step from $3,500 to $5,000 a day made a ROAS of 1.72 on the extra spend, the step to $6,500 only 1.26 and the spend above that 1.02. The $70,453 spent above $5,000 a day lost $9,220. Buying media also costs more than it did: a thousand impressions cost $20.36, 2.23 times the same six months of 2024. Around that sits a store that makes three different shipping promises, a guarantee its own refund policy takes back, savings it does not give and health claims it does not support, and an ad operation that launched 4,852 ads and gave 82% of them less than $50.

The five key changes

#	Key change	Why it is on the list	Section
1	Cap spend at $5,000 a day, set the cap after the peak from the store's count, and climb only through written gates	Above $5,000 a day the extra spend made a ROAS of 1.26 and then 1.02, below the 1.39 needed to break even. From June, $70,453 went above the line and lost $9,220	2, 17
2	Count every order once, and check Meta's count against the store's every week	Meta credits the ads with about 76% of the orders the store reports, and most orders reach Meta twice, from the website and from the store's server, without the ID that lets Meta merge the two. The break-even ROAS, the cap and every gate in the plan rest on that count	7, 8
3	Turn more single-pair orders into two	One pair of product line A leaves $13.29 after its costs and two pairs leave $29.03, more than twice as much. Two pairs are already pre-selected, yet orders for product line B and product line C, 73% of spend, average below their two-pair prices, and their pages ship one pair free	8, 13
4	Make the ads, the pages, the policies and the checkout say the same thing	Three shipping promises, a 30-day money-back guarantee that the refund policy limits to unused insoles, savings labels of up to 55% on a real saving of 33%, and health claims with no evidence on the page	11, 13
5	Launch fewer ads, fund every one, and name them so they can be found and compared	82% of 4,852 new ads spent under $50, and the Page hit Meta's ad limit. 71% of spend ran on ads named only with a number, so nobody can tell which idea or product an ad was	10, 19

Where this leaves the account

The business works at today's size. It makes money on average, and the days with $3,500 to $5,000 of spend made the most profit, $1,319 a day after ads, at a ROAS of 1.81 and $23.87 a purchase. What it cannot yet do is spend more at a profit. The account has been going above $5,000 on 19 of the last 30 days, and those are the days that lose money. So the plan holds $5,000 a day, turns more single-pair orders into two, fixes the order count and the store's promises, and only then climbs, one step at a time, when a step shows it pays (section 17).

Contents

1. Scope and method — REVIEW
What was examined, how figures are stated and what to bear in mind

2. Primary finding: past $5,000 a day, the extra dollar does not pay — REVIEW
Daily spend against the sales it brought, what the extra spend lost and how firm that is

3. Diagnostic summary and key changes — REVIEW AND FULL AUDIT
14 findings rated by impact, and the five key changes

4. Account health and the campaign timeline — REVIEW
127 campaigns since 2024, media that costs twice what it did and what Meta flags

5. Where the spend went — REVIEW
Markets, product lines, campaign types, placements and the months that carried the money

6. Funnel conversion rates, stage by stage — REVIEW
The same six months of 2024 against 2026, and how much room the cost per purchase has

7. Measurement and attribution — REVIEW
How many of the store's orders Meta credits to the ads, and the event break of August 2025

8. Unit economics — REVIEW
What an order costs to make, pack and post, what it leaves, and the break-even ROAS

9. Retargeting and retention — REVIEW
9% of spend on retargeting, none on past buyers, and past buyers left in prospecting

10. Creative inventory and performance — REVIEW
5,094 ads with spend, the ten that carried a third of it and how they wore out

11. Landing pages and ad-to-page match — INSPECTION
What the ad promises, what the page says and what the policy says

12. Website test — INSPECTION
Chrome at phone and desktop widths, and Google PageSpeed Insights

13. Offer architecture and risk reversal — INSPECTION
Prices, bundles, shipping, the guarantee and the savings the page states

14. Checkout analysis and conversion tests — INSPECTION
The path step by step, then the corrections and tests in order

15. Competitors and unclaimed positioning — REVIEW AND INSPECTION
Who is buying the auction, how five competitors build the offer and the empty corner

16. 90-day plan — FULL AUDIT
Three phases, campaigns and daily budgets, week by week

17. Budget scaling ladder — FULL AUDIT
Four steps, each with results that must hold before it is taken

18. Seasonal plan: Black Friday, Christmas and January — FULL AUDIT
The last two peaks against their results, and how to run this one

19. Creative directions and production — FULL AUDIT
Directions tied to findings, testing rules and weekly volume

20. Projected outcomes, timelines and risks — FULL AUDIT
Three scenarios for 90 days, and what will look worse before it looks better

21. Reporting cadence and QA support — FULL AUDIT
The weekly scorecard and the month of QA (quality assurance) support

Appendix. Tracking detail, rules, sources and glossary — REVIEW
The tables behind sections 7 and 8, how campaigns were classified and the terms in plain words

Sections 2 to 15 are findings. Sections 16 to 21 are the plan. Projections are labelled where they appear. The tags show which Serafinity audit includes each section: Review covers the ad account, Inspection adds the funnel, and Full Audit adds the 90-day plan. Each tag names the first tier that includes the section, and every higher tier includes it too; two tags mean part of the section comes with each.

1. Scope and method

REVIEW

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

What was examined

- The ad account over the six months from 16 April to 15 October 2026: 45 campaigns with spend, 361 ad sets, 5,094 ads under 412 names, $749,655 of media and 29,027 purchases. The months before, back to the first spend in February 2024 ($3,778,470, 173,051 purchases), were used only for trend and seasonality
- Daily, weekly and monthly results at account, campaign, ad set and ad level, by country, placement, device, age and gender
- The pixel and Conversions API dataset (the events the site's browser tag and the store's server send to Meta): 28 days of event volumes by source, event match quality and Meta's diagnostics. Meta's delivery notices, its recommendations for the account and the activity log where Meta returned it
- The homepage and three product pages in Chrome, laid out at two phone widths and one desktop width, with PageSpeed Insights on each page (three lab runs per page and device, plus real-user data). The store's policies and catalogue, and the checkout walked to the payment step on desktop with nothing entered
- The Meta Ad Library (ten searches of active ads on 19 October 2026) and the offer pages of five competitors
- What an order costs: supplier prices, sea freight, import duty, packing and warehouse fees, postage and payment fees, from public price lists read on 19 October 2026 (section 8)

How the figures are stated

- Money is in US dollars as the ad account reports it, with the review window frozen at 15 October 2026. Data was pulled between 16 and 19 October 2026
- CPM is the cost of a thousand impressions. Link CTR is the share of impressions that become a click to the site. Prospecting, or cold, audiences are people who have not visited or engaged; warm audiences have (retargeting); past buyers are reached by retention. The rest are in the glossary
- ROAS (return on ad spend) is the sales Meta credits to the ads divided by what the ads cost. A ROAS of 1.71 means $1.71 of sales for every $1 of ads. Cost per purchase is spend divided by purchases. Both are as Ads Manager reports them unless the text says otherwise
- A purchase is a Purchase event that Meta credits to an ad under that ad set's attribution setting: the window after a click or a view in which a purchase still counts. Ad sets carrying 56% of spend use 7-day click and 1-day view. The other 44% also count engaged views (section 7)
- Comparisons with earlier years use the same six calendar months, 16 April to 15 October, so the season is the same on both sides
- Every number in this document was computed in code from saved query results and checked against independent totals. A ledger lists each one with its source and formula
- Campaign types and product lines are read from campaign, ad set and ad names. The rules are in the appendix. Structures are described by what they ran, and no individual is named

What to bear in mind

- Daily spend and daily results move together for reasons other than spend: sales, launches, the day of the week. Section 2 sets out how much of the primary finding survives that
- The way adds to cart and checkouts were recorded changed in August 2025, so those two stages are not compared across that date (section 7)
- Meta's activity log came back for 84% of the review window's days for budget changes and 58% for campaign changes. The data link to Meta failed on the rest after repeated retries. Figures from the log cover those days only
- Competitor prices and policies come from public pages read on 19 October 2026 and will move

2. Primary finding: past $5,000 a day, the extra dollar does not pay

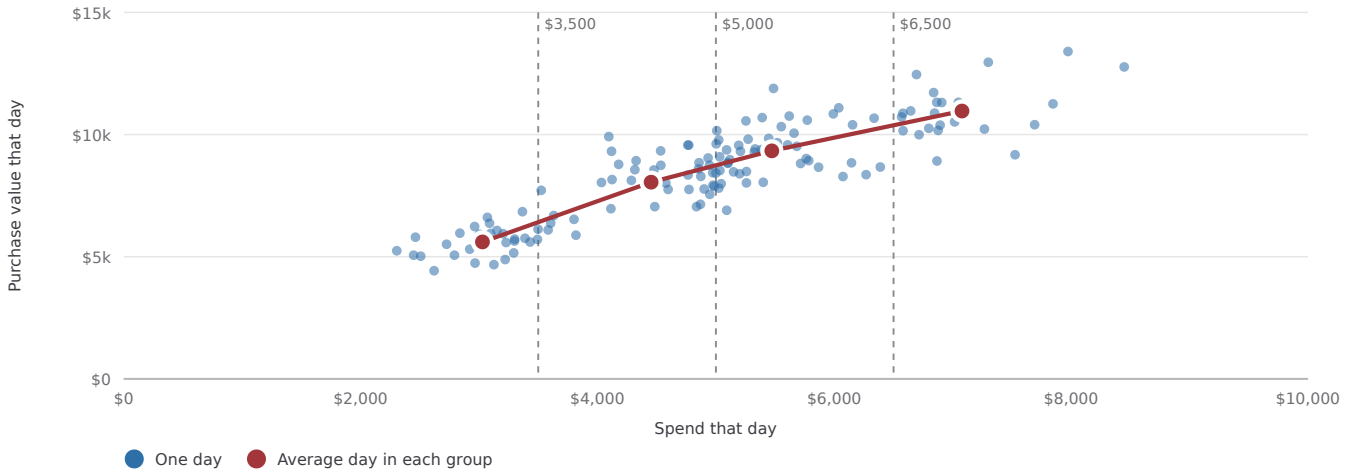
REVIEW

From 1 June to 15 October 2026 the account ran on automatic bidding with the same product lines, while ads were launched and switched off all the time and daily spend moved between $2,306 and $8,448. Those 137 days are the closest thing the account has to a test of what more spend brings. Grouped by how much each day spent, they give a clear answer.

Daily spend	Days	Spend	ROAS	Cost per purchase	Profit a day after ads	ROAS on the extra spend
Under $3,500	28	$84,814	1.85	$24.78	$990	
$3,500 to $5,000	38	$169,216	1.81	$23.87	$1,319	1.72
$5,000 to $6,500	48	$262,666	1.71	$25.63	$1,219	1.26
$6,500 and over	23	$162,788	1.55	$28.23	$782	1.02

Every day from 1 June to 15 October 2026, grouped by that day's spend. Profit a day counts every store order at what an order leaves before ads (section 8). The last column, the ROAS on the extra spend, compares each group with the one before it: the extra sales a day divided by the extra spend a day. A ROAS of 1.26 there means each extra $1 brought back $1.26.

Every day from June to October: spend against sales

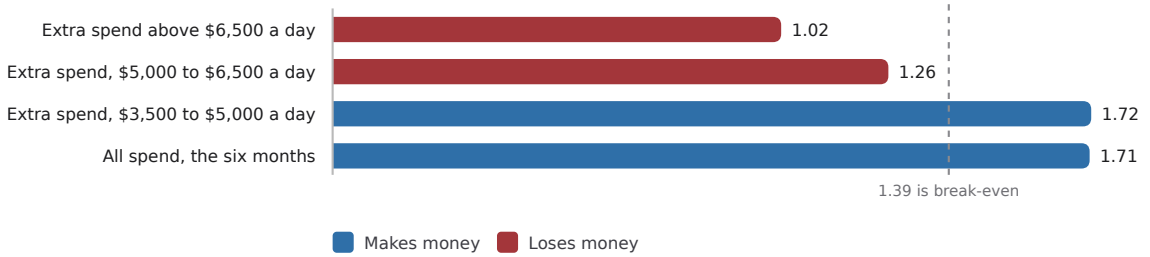


Each blue point is one day, account level, sales as Meta reports them. The red markers are the average day in each group of the table, joined in order. Dashed lines are the edges of the groups. The curve flattens: each step to the right climbs less than the one before.

Reading the table

- **More spend made less money.** Profit a day after ads was highest on days of $3,500 to $5,000, $1,319, and fell in each group above it: $1,219, then $782
- ROAS falls group by group, from 1.85 to 1.55. The average hides what the last dollars bring. Going from the second group to the third added $1,019 of spend a day and $1,282 of sales a day: a ROAS of 1.26 on the extra spend. Going on to the top group added $1,606 of spend for $1,630 of sales: 1.02
- A curve fitted to all 137 days says the same thing another way, and explains 81% of the day-to-day movement in sales. On it, doubling a day's spend raises sales by only 70%. It puts the most profitable day a little lower, at about $3,800 of spend, but profit is nearly flat up to $5,000: $1,171 a day after ads at best, $1,134 at $5,000. Past that it falls faster, to $1,001 at $6,500
- The auction got only a little dearer at higher spend: CPM, the price of a thousand impressions, rose 9% from the lowest group to the highest. Above $5,000 the share of clicks that bought held at 5.2% to 5.3%. What changed was the click: on the top days 1.44% of impressions clicked, against 1.61% on days of $3,500 to $5,000, so a click cost $1.50 against $1.28. The extra money reached people less likely to click, which points at the audience and the creative at high spend, not the page
- The account sits on the line today. It averaged $5,129 a day in the last 30 days of the window, and 19 of those 30 days went above $5,000

ROAS on the extra spend at each step, against break-even



The first three bars compare each group of days with the one below it: the extra sales a day divided by the extra spend a day, June to October 2026. The last bar is the six months as a whole. Break-even, 1.39, is what an order leaves after its costs, with the store orders Meta does not credit counted (section 8).

What it cost

From 1 June to 15 October the account spent $70,453 above $5,000 a day, on 71 days: $57,166 of it between $5,000 and $6,500 and $13,287 above. At the ROAS each step showed, that spend brought $85,398 of sales in Ads Manager and $112,009 once the store orders Meta does not credit are added. An order keeps 55% of its value after product, packing, postage, card fees and refunds, so those sales left $61,233 to pay for $70,453 of ads: a loss of $9,220, or $0.13 on every extra $1.

The answer does not hang on the fine detail of the costs. For the spend between $5,000 and $6,500 a day to break even, an order would have to keep 61% of its value; above $6,500, 75%. It keeps 55%.

The step below the line pays. Days of $3,500 to $5,000 made a ROAS of 1.72 on the extra spend over the days below them, above break-even: after the orders' costs, each extra $1 of ads came back as $1.23, a profit of $0.23. Where exactly the next $1 stops paying is less sharp than the table makes it look, and the curve puts it nearer $3,800. But up to $5,000 a day the account keeps 97% of the most profit the curve finds, and above it the groups and the curve agree that the extra spend loses money (section 20 weighs the two).

How firm this is

- High-spend days are not chosen at random. Budgets were changed by hand about 1.7 times a day (section 4), going up for launches and sales and down after bad days. That could tilt the groups either way
- Over the whole six months, every day above $5,000 is one of the June to October days above, so that part says nothing new. Adding April and May changes only the steps below $5,000: a ROAS on the extra spend of 2.28 and then 1.58, both above break-even, the first partly the season, since the 40 days under $2,000 all fall in April and May
- The groups are partly different months. Every day in the lowest group falls in June or July, and every day in the top group in August or September, so some of the fall may be the season rather than the spend. One fact cuts against that: October's ROAS recovered to 1.72 as spend fell back to $4,990 a day. One fits it: September made 1.59 on less spend a day ($5,888) than August's 1.69 on $6,289. The controlled step in section 17 settles it
- The loss counts the store orders Meta does not credit in the same proportion for the extra spend as for the rest. If the extra spend brought fewer of them, it lost more: on Meta's count alone, $23,768. The store's orders by day for June to October, read in weeks 2 and 3, settle it
- A controlled version of this test is built into the plan. Hold the cap through the peak and for at least 14 clean days after it, then step up while one campaign stays at its budget and read the step as the difference between the two (section 17)

3. Diagnostic summary and key changes

REVIEW AND FULL AUDIT

The findings are listed in the order they cost or protect money at today's spend. Two decide whether any plan pays back, four move the cost of a purchase or the value of an order, six lift results once those are fixed and two are worth knowing.

#	Finding	Evidence	Impact	Section
1	**Spend above $5,000 a day loses money**	From June the spend above $5,000 a day made a ROAS of 1.26 on the extra spend, then 1.02. Break-even is 1.39. The $70,453 spent above the line lost $9,220	**Critical**	2, 17
2	**Nobody has checked the order count**	Meta credits the ads with about 76% of the orders the store reports, and the browser and server copies of an order are never matched. The break-even ROAS and every gate in the plan rest on that ratio	**Critical**	7, 8
3	**Buying media costs twice what it did**	A thousand impressions cost $20.36, 2.23 times the same six months of 2024. Cost per purchase is up 49%, mostly because of it	**High**	4, 6
4	**The offer says different things in different places**	Free shipping on every order on one page, only over $45 on another and [free shipping wherever the customer lives] in the policy. A 30-day money-back guarantee against a refund policy for unused insoles only	**High**	11, 13
5	**The page claims more than it shows**	Three different customer counts and two different star ratings. Health claims ([a claim that the insoles heal], "Clinically Tested", "Podiatrist Recommended") with no evidence on the page	**High**	11, 13
6	**Testing is a lottery**	4,852 ads launched in six months. 82% spent under $50 and the median spent $3.87. The Page reached Meta's ad limit	**High**	10, 19
7	**One pair leaves little to pay for its ad**	One pair of product line A leaves $13.29 after its costs, two pairs $29.03. Orders for product line B and product line C average below their two-pair prices	**Medium**	8, 13
8	**Purchase events often arrive without the ad click**	Click ID on 61% of purchase events. Ad sets with 44% of spend also count engaged views, so campaigns are not compared like for like	**Medium**	7
9	**On a phone the button is two screens down and switched off**	Add to cart starts 2.0 screens down on the product line A page, switched off until a size is picked. Tap response fails on all three product pages	**Medium**	12
10	**Past buyers are not kept out of prospecting**	None of the 358 cold ad sets, with 91% of ad set spend, excludes anyone, so prospecting is free to reach people who have already bought	**Medium**	9
11	**The peak weeks have not returned more**	Thanksgiving to Cyber Monday made a ROAS of 1.37 in 2024 against 1.80 in the four weeks before, and 1.25 in 2025 against 1.26	**Medium**	18
12	**A tenth of spend runs on content named as ripped**	9.4% of spend, $70,827, on ads or ad sets named as ripped. If the names are accurate, a rights and rejection risk	**Medium**	10
13	**One product, four addresses, two prices**	4 addresses sell product line B at $29.99 and up. 23 of 25 products show a crossed-out price	**Low**	13
14	**Half the category's ads come from content pages**	50% of 420 sampled ads came from 37 content pages	**Low**	15

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

Each key change is defined by actions the client's team controls. The result is read on day 90 of the plan, 16 January 2027, against the baseline in the table.

#	Key change	Counts as implemented when	Baseline, 15 October	Read on day 90 by
1	**Cap spend at $5,000 a day and climb only through gates**	Daily spend at or under the cap on every day, peak days included. The cap from 1 December set on day 30. Each step up taken only through its written gates	$5,129 a day over the last 30 days, with 19 days above the cap	ROAS on the extra spend at each step, against 1.39. ROAS overall
2	**Count every order once, and check Meta's count against the store's every week**	One event ID on both copies of every purchase. The click ID on every purchase. Store orders beside Meta's, weekly	Meta credits the ads with 76% of store orders. No order's two copies are matched. Click ID on 61% of purchases	Meta's purchases against store orders. Click ID coverage. Break-even worked out again from the ratio
3	**Turn more single-pair orders into two**	Free shipping from two pairs on every page. A buyer who picks one pair is told what the second adds. Ads lead with the two-pair price	Two pairs pre-selected. Orders for product line B and product line C average $44.91 and $41.08	Order value against the $48.00 target, then the store's share of single-pair orders
4	**Make the ads, pages, policies and checkout say the same thing**	One shipping line everywhere. Guarantee wording that matches the policy. Savings recalculated. Health claims removed or backed	Three shipping statements. A guarantee the policy narrows	Checkouts per add to cart. Refund rate. Ad rejections
5	**Launch fewer ads, fund every one, and name them so they can be found and compared**	15 new ads a week, each given up to $150 before it is judged. One naming convention on every ad: date, product, angle, format, version. No ripped content	82% of new ads under $50. 71% of spend on ads named only with a number	Plan winners (section 19). Largest ad's share of spend. Share of spend named by the convention

Key change 1 keeps a little more profit than carrying on, on $65,353 less spend over 90 days (section 20). Key change 2 decides whether every target here is right, and whether the cap later moves up or down.

4. Account health and the campaign timeline

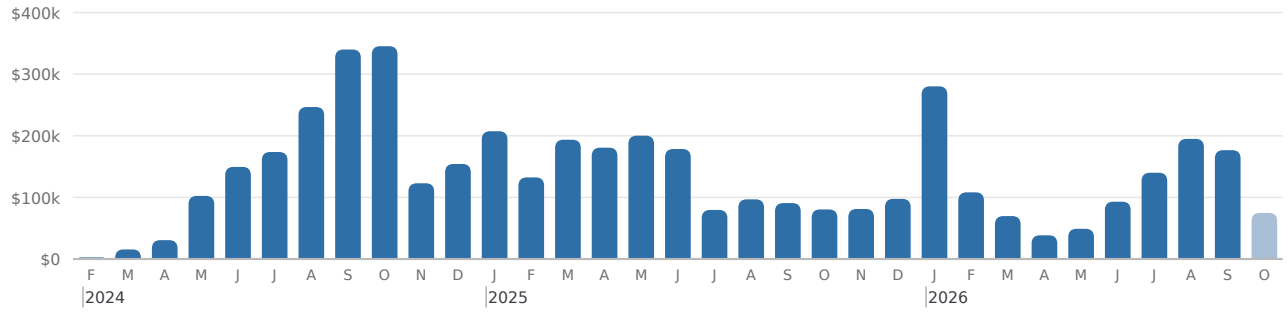
REVIEW

Since February 2024 the account has spent $4,528,125 across 127 campaigns, at a ROAS of 1.72. The same six months, 16 April to 15 October, looked very different from one year to the next.

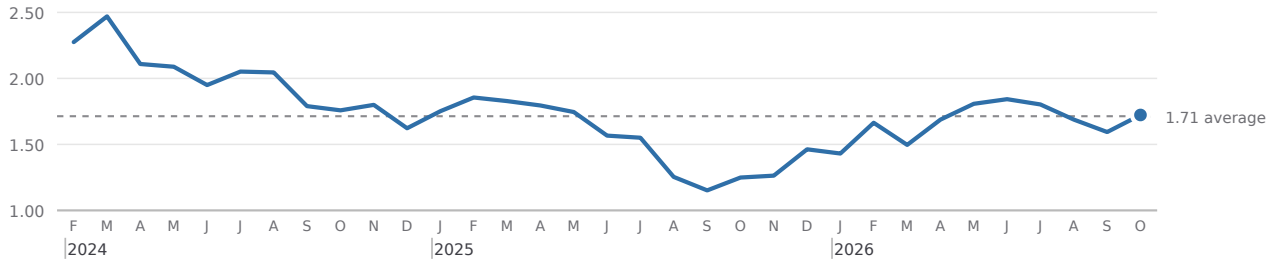
16 Apr to 15 Oct	Spend	Purchases	ROAS	Cost per purchase	CPM	Link CTR	Cost per link click	Purchases per link click	Order value
2024	$1,201,691	69,334	1.92	$17.33	$9.13	0.89%	$1.03	5.9%	$33.34
2025	$777,710	29,000	1.53	$26.82	$10.34	0.65%	$1.59	5.9%	$41.10
2026	$749,655	29,027	1.71	$25.83	$20.36	1.46%	$1.40	5.4%	$44.25

The same six calendar months in each year, so the season is the same in every row. Account level, daily data. Purchases and order value are Meta-reported.

Spend by month, February 2024 to October 2026



ROAS by month, the same months

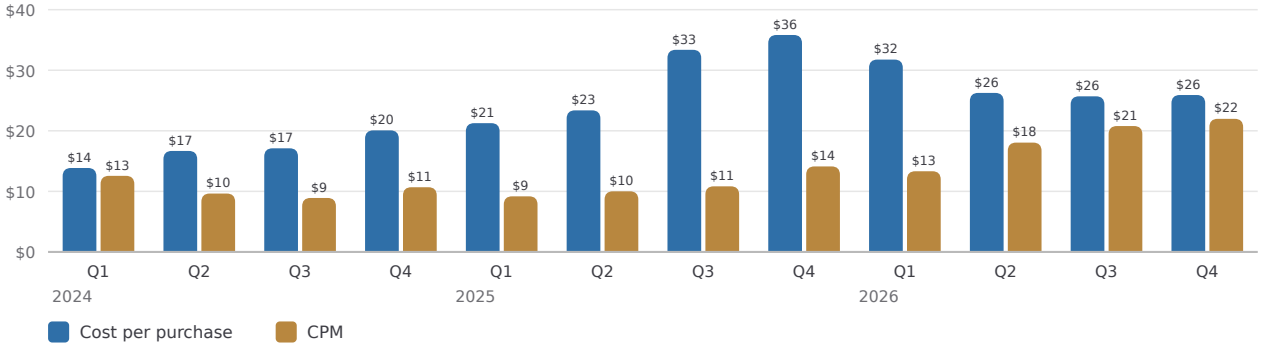


The dashed line is the average for the six months under review. October 2026 covers 1 to 15 October and is drawn lighter in the spend chart.

Observations

- **In 2024 these six months were cheap to buy.** A thousand impressions cost $9.13 and a purchase $17.33, for a ROAS of 1.92 on $1,201,691
- **In 2025 the ROAS fell to 1.53** on less spend, $777,710, and a purchase cost $26.82. The cart and checkout events also changed that summer (section 7)
- **In 2026 the ROAS recovered to 1.71** on $749,655, at a cost per purchase close to 2025's. Orders got bigger, $44.25 against $33.34 in 2024, while media cost 2.23 times as much
- **Inside the window, spend a day more than quadrupled and ROAS came down with it.** Spend went from $1,409 a day in the second half of April to $6,289 a day in August. ROAS was 1.84 in June and 1.59 in September, then 1.72 in the first half of October as spend eased to $4,990 a day (section 2)

Cost per purchase and CPM by quarter



Both in US dollars on one scale. The last quarter is 1 to 15 October 2026.

The quarterly view shows where the cost went. CPM sat between $8.91 and $10.83 in six of the eight quarters of 2024 and 2025, then climbed through 2026 to $20.79 in the third quarter. Cost per purchase rose less than CPM did, because a larger share of the people who saw an ad clicked it. Section 6 splits the rise stage by stage.

Structure

- 45 campaigns spent money in the six months, and 38 of them were created in them. 10 were live when the data was pulled. 10 are named as duplicates or copies and spent $15,948 at a ROAS of 1.62
- 96% of campaign spend ran on Meta's default bidding, which buys as many purchases as the budget allows with no cost or bid cap, and 99% of ad set spend optimised for the number of purchases rather than their value
- 361 ad sets had spend. Meta lists 82 recommendations for the account: 49 about the Reels format, 16 to switch to value optimisation and 13 to merge overlapping ad sets, one of them to "combine 50 similar ad sets affected by fragmentation"
- The account is run by hand, often. On the 153 days of the window that the activity log returned, budgets were changed 258 times, 1.7 a day. On the 106 days its campaign log covers, 27 campaigns were created and campaigns were switched on or off 56 times

Delivery and account notices

- Meta's error check returns up to 200 items and returned 200: 180 ads marked as not delivering, 19 ads stopped because "your ad limit for this Page has been reached" and one account-level notice that "you won't be able to create or modify ads until you authenticate your account in Ads Manager". Existing ads keep running under that notice, but nothing new can be built until it is cleared. Confirm it on day 1
- The ad limit is a symptom of section 10: 5,094 ads spent money in the six months. Every ad that sits switched on with no spend still counts against the Page's limit
- No policy rejection appeared among the notices returned. Section 13 explains why the health claims on the product pages are the most likely source of one

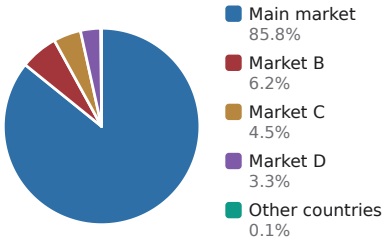
Which of Meta's recommendations to act on. Merge the overlapping ad sets: it is the structure change this plan makes anyway. Test partnership ads (run through a creator's account, paid for by the brand), for which Meta estimates "19% lower cost per result potential if you run campaigns with Partnership ads", in phase 3 (section 19). Hold value optimisation (bidding for order value instead of the number of purchases), which Meta says could give "7% higher ROAS by using the Maximize value of conversions performance goal", until more orders are two pairs (key change 3), so that it learns from the orders the plan is aiming for. The Reels format notes are folded into the creative rules in section 19.

5. Where the spend went

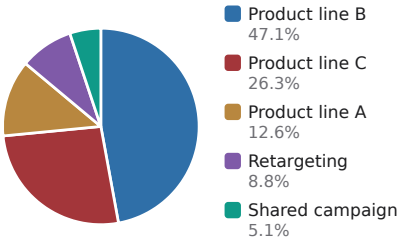
REVIEW

Over the six months the account sold three product lines of insoles to men, mostly in one market and mostly through broad prospecting campaigns. The three charts show the shape. The tables below them show what each part returned.

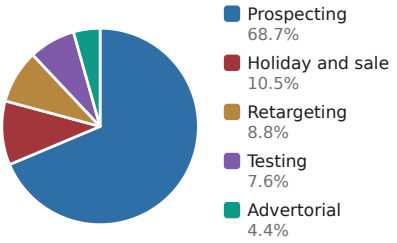
By market



By product line



By campaign type



Share of spend, 16 April to 15 October 2026. Product lines are read from ad, ad set and campaign names; campaign types from campaign names (rules in the appendix).

Campaign by campaign

Campaign	Type	Spend	Share	ROAS	Cost per purchase	Status
Product line B, main market scaling	Prospecting and scaling	$219,527	29.3%	1.76	$25.47	Active
Product lines B and C, scaling	Prospecting and scaling	$153,976	20.5%	1.75	$24.23	Paused
Retargeting	Retargeting	$66,042	8.8%	1.82	$23.16	Active
Product line B, market B	Prospecting and scaling	$37,883	5.1%	1.65	$24.55	Active
Creative testing, main market	Testing	$33,001	4.4%	1.47	$29.52	Paused
Product line C, main market	Prospecting and scaling	$27,053	3.6%	1.80	$22.97	Paused
Advertorial pages	Advertorial angle tests	$25,115	3.4%	1.83	$25.86	Active
Product line B, market C	Prospecting and scaling	$22,537	3.0%	1.66	$25.93	Paused
Creative testing	Testing	$22,286	3.0%	1.62	$27.18	Active
Product line B, market D and nearby	Prospecting and scaling	$17,643	2.4%	1.70	$26.14	Paused

The ten campaigns with the most spend in the review window, with their status when the data was read. Names are replaced with descriptions.

Product by product

Product line	Spend	Share	ROAS	Cost per purchase	Order value
Product line B	$353,254	47.1%	1.75	$25.68	$44.91
Product line C	$197,436	26.3%	1.65	$24.95	$41.08
Product line A	$94,590	12.6%	1.60	$32.09	$51.19
Lines B and C, shared campaign	$38,331	5.1%	1.84	$24.63	$45.24
Retargeting (all products)	$66,042	8.8%	1.82	$23.16	$42.18

16 April to 15 October 2026, every ad with spend, grouped by the product its names point to (rules in the appendix). Retargeting campaigns sell every product and are kept apart.

- **Most of the spend went to product line B**: 47% at a ROAS of 1.75 and $25.68 a purchase. Product line C took 26% at 1.65
- **Product line A made the lowest ROAS and the dearest purchase** of the three lines: 13% of spend at 1.60 and $32.09, on the largest orders, $51.19. The bundle arithmetic in section 8 uses product line A
- **One campaign sold two lines together.** $38,331 ran on ads whose names do not say which of product line B or product line C they sold, in a campaign named for both. It made a ROAS of 1.84. One naming convention fixes this (section 19)

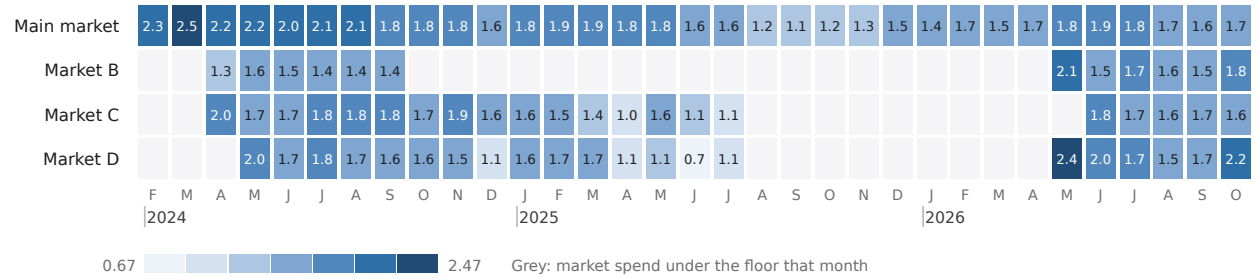
Campaign type, market and placement

Campaign type	Campaigns	Spend	Share	ROAS	Cost per purchase
Prospecting and scaling	14	$514,720	68.7%	1.74	$24.95
Holiday and sale campaigns	22	$78,905	10.5%	1.61	$32.73
Retargeting	1	$66,042	8.8%	1.82	$23.16
Testing	3	$57,210	7.6%	1.51	$29.06
Advertorial angle tests	5	$32,777	4.4%	1.69	$28.21

16 April to 15 October 2026. Type is read from the campaign name; the rules are in the appendix.

- **Holiday and sale campaigns** took 11% of spend across 22 campaigns, one for almost every holiday. They made a ROAS of 1.61 on the highest order value of any type, $52.66: a sale lifts the basket more than it lifts the ROAS. No campaign was aimed at past buyers in the six months (section 9)
- **Testing** ran in 3 campaigns at 1.51, on the most expensive impressions of any campaign type, a CPM of $28.19
- **Markets.** The main market took 85.8% of spend at 1.72. Everything else, $106,350, made 1.67. Markets B, C and D buy cheaper impressions (CPM $14.54, $12.53 and $14.31, against $22.13) and convert fewer clicks (3.8%, 3.2% and 4.4% against 5.9%). None is a reason to move spend between markets yet
- **Placements.** Instagram Reels took the most, 31.1% of spend, and made the lowest ROAS of the five largest placements, 1.58, against 1.77 in the Facebook feed and 1.73 in the Instagram feed. 79% of spend reached iPhones
- **Who buys.** Men took 90% of spend at 1.73. Women took 9% at 1.56. ROAS is flat from 25 to 54 (1.72 to 1.77) and lowest at 18 to 24, 1.49

ROAS by month and market



Months where a market spent under $1,000 are left grey, because a handful of purchases would decide the colour. Darker is a higher ROAS.

The main market carries the account, and its cells tell the account's story: the darkest in 2024, the lightest in the second half of 2025, a partial recovery in 2026. Market C and market D dropped below the heatmap's floor from August 2025 until June and May 2026, and market B from October 2024 until May 2026. Since it restarted in May, market D has made a higher ROAS than the main market in four of six months, on $25,012 over the six months. That is the one market worth a larger test, and the ladder gives it one (section 17).

6. Funnel conversion rates, stage by stage

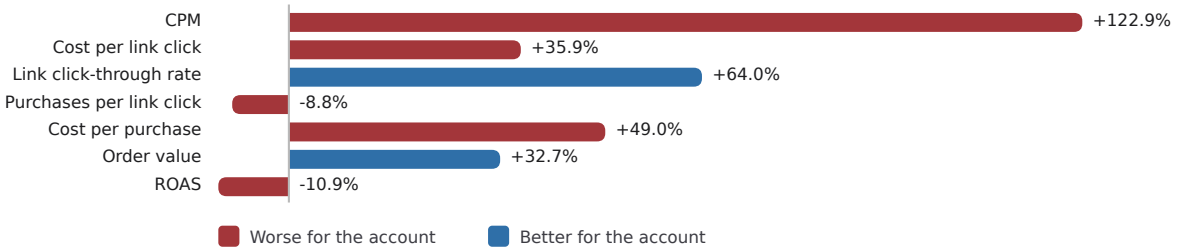
REVIEW

A purchase costs the price of impressions, divided by the share that become clicks, divided by the share of clicks that buy. Set out that way, the same six months of 2024 and 2026 show where the rise came from.

Stage	16 Apr to 15 Oct 2024	16 Apr to 15 Oct 2026
CPM (cost of a thousand impressions)	$9.13	$20.36
Link click-through rate	0.89%	1.46%
Cost per link click	$1.03	$1.40
Landing page views per click	83.6%	87.2%
Purchases per landing page view	7.1%	6.2%
Purchases per link click	5.9%	5.4%
Order value (Meta-reported)	$33.34	$44.25
Cost per purchase	$17.33	$25.83

Account level, daily data, the same six calendar months in both years. Adds to cart and checkouts are left out because the way they were recorded changed in August 2025 (section 7).

What changed from 2024 to 2026, stage by stage



Change in each measure, 16 April to 15 October 2026 against the same dates in 2024, account level.

- A purchase costs 1.49 times what it did. The price of impressions alone would have made it 2.23 times dearer. More people clicking took part of that back (times 0.61) and fewer purchases per click added a little (times 1.10)
- The trouble with the auction is price, not interest: people click more than they did. Because orders are larger, ROAS fell only 11% while cost per purchase rose 49%
- After the click, fewer visitors buy: 6.2% of landing page views, down from 7.1%

The funnel by market

Market	CPM	Link CTR	Purchases per click	Checkouts per cart	Cost per purchase	ROAS
Main market	$22.13	1.46%	5.9%	48.7%	$25.91	1.72
Market B	$14.54	1.52%	3.8%	54.8%	$24.90	1.62
Market C	$12.53	1.53%	3.2%	53.1%	$25.72	1.69
Market D	$14.31	1.27%	4.4%	49.2%	$25.44	1.76

16 April to 15 October 2026, by country. Checkouts per cart compares markets in the same period only (section 7).

The markets reach a similar cost per purchase by different roads. The main market pays more per impression and converts more clicks. Markets B, C and D are cheaper to reach and convert fewer clicks, but send more carts to the checkout. Ask the store what their visitors see for price, currency and delivery.

How much room the cost per purchase has

Cost per link click	4.5%	5.36% (Jun to Oct)	6.0%	7.0%	8.0%
$1.10	$24.44	$20.52	$18.33	$15.71	$13.75
$1.25	$27.78	$23.32	$20.83	$17.86	$15.63
$1.3729 (Jun to Oct)	$30.51	$25.61	$22.88	$19.61	$17.16
$1.60	$35.56	$29.85	$26.67	$22.86	$20.00

Rows are the cost of a link click, columns the share of link clicks that buy. Each cell, the cost per purchase, is the first divided by the second.

From June to October a link click cost $1.3729 and 5.36% of clicks bought, so a purchase cost $25.61, under the break-even of $31.73 a purchase in Ads Manager (section 8). It stays under while more than 4.3% of clicks buy at today's click price, or while a click costs under $1.70 at today's conversion. Only the grid's corner, a $1.60 click with 4.5% buying, crosses it. The top of the budget pushes the click price towards the $1.60 row: $1.50 on days above $6,500 (section 2). The best month since 2024 with more than $10,000 of spend converted 7.0% of clicks: the aim of the page work in sections 12 and 14.

7. Measurement and attribution

REVIEW

Automatic bidding spends towards whatever the Purchase event tells it, and this audit's break-even rests on how many of the store's orders Meta credits to the ads. This section is about what reaches Meta from the main dataset, and how much of it Meta can tie to an ad. The full tables are in the appendix.

Finding 1: Meta credits the ads with about three of every four orders

In 28 days the dataset received 13,206 purchase events: 6,347 from the browser only and 6,859 from the server only. The store's platform sends every order to Meta from its server, so the server events are the store's orders. On the 24 days that overlap the review window, Meta credited the ads with 4,695 purchases against 6,158 orders: 76%. Over those days Ads Manager reported a ROAS of 1.71. Counting all of the store's orders, the same spend made a store ROAS of 2.24: all of the store's sales divided by ad spend. Section 8 builds the break-even on this ratio.

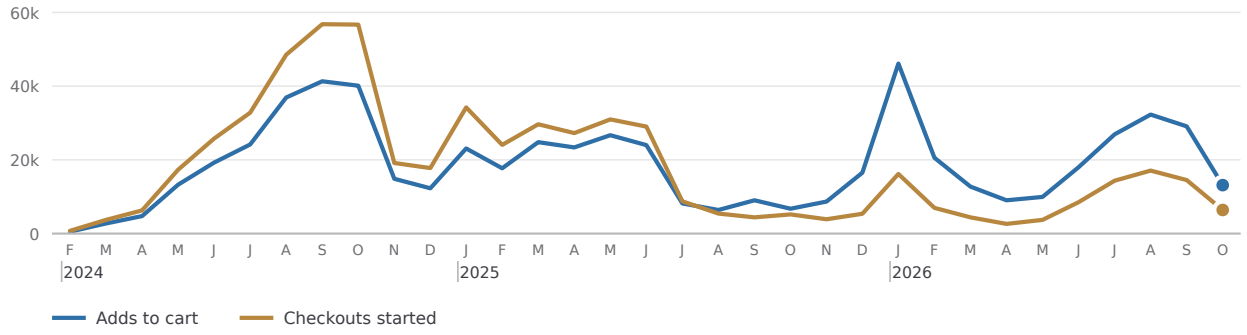
- **The browser copy and the server copy of an order are never matched.** Most orders reach Meta twice, once from the browser and once from the server, and Meta matched none of them: it merges the two only when they carry the same event ID, and the ID is missing. That can make it count some orders twice and miss the ad click on others (finding 2). Send the same event ID with both copies
- **The ratio needs checking every week.** Put the store's orders by day beside Meta's purchases, from June to October first and then weekly. The break-even ROAS, the cap and the gates in the plan all move with it (key change 2)

Finding 2: purchase events reach Meta without the click about two times in five

Purchase events score 8.9 out of ten for match quality, with email on 97% of them and phone on 63%. The gap is the click ID: Meta's own identifier from the ad click is on 61% of purchase events, and on 66% of checkouts. A purchase that arrives without it has to be matched on email and phone alone, and some are never tied to the ad that won them. Capture the click identifier when the visitor lands, keep it with the cart and send it on the server purchase event. The target is 75%.

Finding 3: the cart events changed shape in August 2025

Adds to cart and checkouts started, by month



Meta-reported, account level. One scale for both lines.

In all 17 months from March 2024 to July 2025 the account recorded more checkouts than adds to cart, about 1.31 checkouts for each cart. That happens when a button skips the cart or the cart event fires only some of the time. In all 13 months from September 2025 to September 2026 (October is partial) it was the other way round, at 0.44. Something in the store changed in August 2025: a theme, a cart drawer, a checkout app. Adds to cart and checkouts are two different measures on either side of that month, and no rate that uses them is compared across it in this audit.

Finding 4: two counting rules run side by side

Ad sets with 44.2% of spend (108 of them) also count engaged-view purchases: a sale after someone watched a video ad without clicking. The other 55.8% count 7-day click and 1-day view only. The first group reports a ROAS of 1.69 and the second 1.73, and the first is helped by a rule the second does not use, so the two cannot be compared. Build every new ad set on one setting and add the 7-day click column to the weekly report, so the share of purchases that came from a view alone is visible.

Finding 5: the second dataset is dormant

An older second dataset last fired on 27 November 2024 and returns no events today. It does no harm, but it should be archived so that no new ad set is pointed at it by mistake.

8. Unit economics

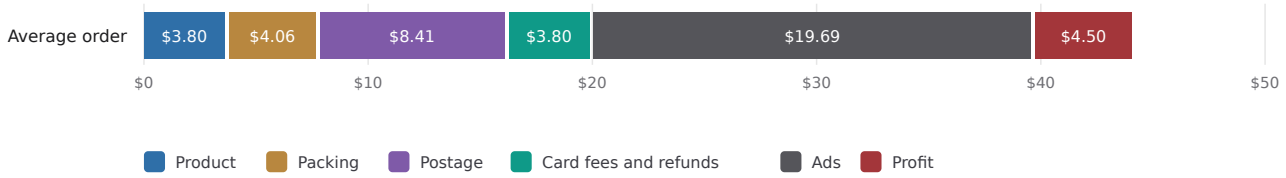
REVIEW

What an average order costs to make, pack, post and refund, what it leaves, and the ROAS at which the account breaks even. Every cost is a public price or published rate read on 19 October 2026; the sources are in the appendix.

Per average order of $44.25	How it is calculated	Cost
Product	2.21 pairs, the most $44.25 buys at the three-pair price of $19.99 a pair, at $1.72 landed (supplier price, sea freight, 18.3% duty and entry fees)	$3.80
Packing	Mailer and insert $0.70, pick and pack $2.75 plus $0.50 for each extra pair	$4.06
Postage	USPS Ground Advantage, commercial price under 16 oz, zone 6 from a West Coast warehouse	$8.41
Card fees	2.9% of the order plus $0.30	$1.58
Refunds	5% of order value: only unused insoles come back, at the customer's postage	$2.21
Left before ads	55% of the order	$24.19

Prices and rates read on 19 October 2026 (appendix). Order value: Meta's average, 16 April to 15 October 2026. Postage is the domestic rate; orders to markets B, C and D cost more to post, so their break-even is worked out before the market D test (section 17).

Where the money from an average order goes



Per order of $44.25, the six months' average. Ads: $19.69 of ad spend per store order, which is Meta's $25.83 a purchase spread over the 1.31 store orders each purchase stands for (section 7).

From an order to the break-even ROAS

1. An average order of $44.25 leaves $24.19 once it is made, packed, posted and paid for, and the refunds are covered: 55% of its value. A pair costs little to make; posting an order costs the most, $8.41
2. So the ads pay for themselves while they cost less than 55% of the store's sales: a store ROAS of 1.83 (all of the store's sales divided by ad spend, section 7)
3. Ads Manager credits the ads with about 76% of the store's orders. This audit counts every store order as won by the ads, directly or through a customer an ad first won (a repeat order from an email still began with an ad). So each purchase Ads Manager reports stands for 1.31 store orders, and break-even in Ads Manager is a ROAS of **1.39**, or $31.73 a purchase

What the six months earned

The account made a ROAS of 1.71, 23% above break-even, and a purchase cost $25.83 against the $31.73 it could have cost. Each purchase Meta credits stands for $5.90 of profit after its ad, and over the six months the store's orders left **$171,369** after paying for all of the ads, before the business's overheads.

The orders Meta does not credit carry that profit. If some of them had no ad behind them at all (search, word of mouth, a gift), break-even in Ads Manager rises towards 1.83, and on Meta's purchases alone the six months come to a loss of $47,445. That is why the store's orders by channel are asked for in week 1 and checked every week after (key change 2). Each $1 taken off the cost of an order lowers the break-even ROAS by about 0.06. Refunds are the one cost set by judgment, so week 1 asks for the store's own rate: each point above 5% lifts break-even by about 0.03 (1.54 at 10%).

Two pairs leave more than twice as much

Order (Product line A)	Order value	Product	Packing	Postage	Leaves before ads	Break-even ROAS in Ads Manager
One pair	$29.99	$2.17	$3.45	$8.41	$13.29	1.72
Two pairs	$49.98	$4.34	$3.95	$8.41	$29.03	1.31
Three pairs	$59.97	$6.51	$4.45	$8.41	$35.56	1.29

Card fees and refunds are taken off but not shown. One pair of product line A also pays a shipping charge, not counted here.

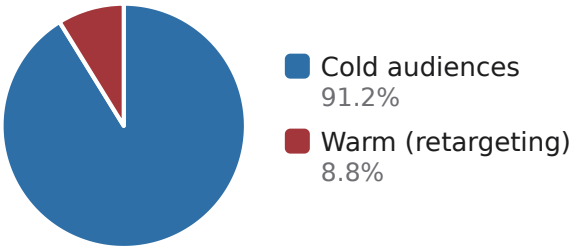
A pair of product line A costs $2.17 to land in the warehouse. What costs money is getting an order out of the door: the mailer, the first pick and the postage come to $11.86 whether the box holds one pair or three, so the second pair adds $15.74; the third, at $9.99, adds $6.53. On its own a single pair needs a ROAS of 1.72 in Ads Manager to break even, more than the account makes. Two pairs need 1.31. Two pairs are already selected when each page opens, and orders for product line A average $51.19. The gap is in product line B and product line C (73% of spend; orders average $44.91 and $41.08), whose pages ship one pair free and whose pairs cost less to land. Turning more of those into two is key change 3.

9. Retargeting and retention

REVIEW

Warm audiences, people who visited the site or engaged with an ad, took 8.8% of ad set spend, in three ad sets of one retargeting campaign. Nothing was aimed at past buyers. Everything else went to cold audiences.

Share of spend, six months



Ad sets	Count	Spend	Share	ROAS	Cost per purchase
Warm: a custom audience is targeted, past buyers excluded	3	$66,042	8.8%	1.82	$23.16
Cold: no custom audience, nobody excluded	358	$683,613	91.2%	1.70	$26.12

Ad sets with spend from 16 April to 15 October 2026. The warm ad sets are the only ones that exclude anyone.

Retargeting works, and is the right size

Warm ad sets made a ROAS of 1.82 at $23.16 a purchase, against 1.70 and $26.12 for cold. Meta's industry benchmark puts their cost per result 56% below similar advertisers for website visitors, 51% for people who engaged with an ad and 29% for carts. That is a healthy warm programme at under a tenth of spend. The plan keeps it there outside the peak and raises it for the peak days (section 18).

Prospecting is free to reach past buyers

The retargeting ad sets already shut out anyone who bought in the last 180 days, using purchaser audiences that the store's email platform keeps up to date. None of the 358 cold ad sets, with 91% of ad set spend, uses them. So prospecting is free to reach people who have already bought. With 29,027 purchases in six months that pool is large, and Meta's delivery favours people likely to buy, which past buyers are. Some repeat orders are likely to come through prospecting ads and be paid for at a new-customer price. The store can say how many: new against returning customers among orders from an ad click. Add the same purchaser exclusion to every prospecting ad set, and sell to past buyers on purpose instead.

Past buyers were not sold to at all

No campaign was aimed at past buyers in the six months. Yet they are the best prospects the store has: insoles wear out, and the store sells three lines, so the buyer of one is the natural buyer of a replacement pair, a pair for another shoe or another line. The repeat-purchase sources in the appendix put it at 15% of first-time buyers ordering again within a year, and a past buyer won back by an email or a cheap retention ad costs far less than a new customer at $25.83 a purchase.

- Build three retention audiences from the store's customer list: buyers of product line A, buyers of product line B or product line C, and buyers of any line who ordered more than six months ago
- Write retention ads for each: the replacement pair, the other product line, the bundle. Run them at $150 a day, and at $700 a day over the peak, when gift buying lifts order value and every other audience gets dearer. Judge them against retargeting's 1.82, and move the money to retargeting if they fall well short
- Ask whoever runs email and SMS for the post-purchase flow. Meta should not pay to remind a customer whom an email is already reminding

10. Creative inventory and performance

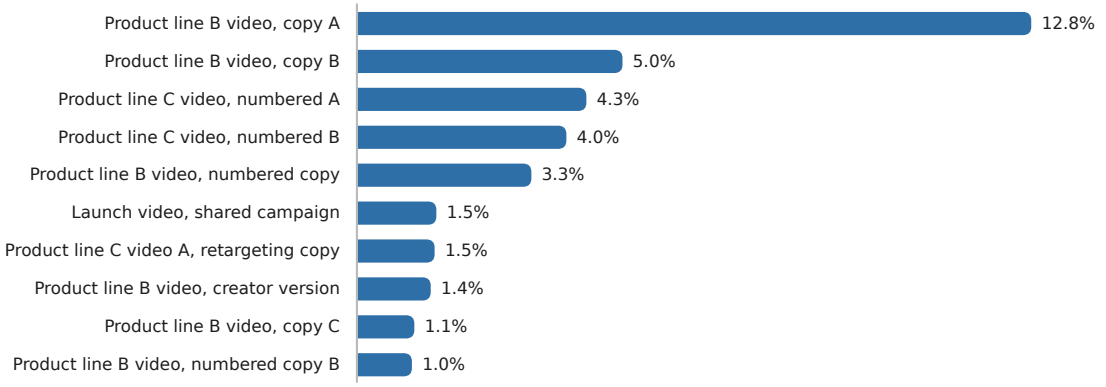
REVIEW

5,094 ads spent money in the six months, under 412 names and 3,492 creative IDs. The ten largest took 36% of spend and the largest hundred 71%.

Ad	Format	Created	Spend	Share	ROAS	Cost per purchase	Link CTR
Product line B video, copy A	Video	May 2026	$95,685	12.8%	1.86	$23.93	1.36%
Product line B video, copy B	Video	May 2026	$37,684	5.0%	1.85	$23.58	1.33%
Product line C video, numbered A	Video	Jul 2026	$32,563	4.3%	1.64	$23.63	2.53%
Product line C video, numbered B	Video	Jul 2026	$29,723	4.0%	1.69	$24.81	2.14%
Product line B video, numbered copy	Video	Sep 2026	$24,754	3.3%	1.62	$27.41	1.83%
Launch video, shared campaign	Video	Jul 2026	$11,273	1.5%	1.88	$24.83	1.53%
Product line C video A, retargeting copy	Video	Jul 2026	$11,024	1.5%	1.89	$21.36	1.59%
Product line B video, creator version	Video	Jul 2026	$10,472	1.4%	1.81	$24.41	1.22%
Product line B video, copy C	Video	May 2026	$8,147	1.1%	1.62	$27.52	1.50%
Product line B video, numbered copy B	Video	Aug 2026	$7,805	1.0%	1.59	$29.02	1.59%

The ten individual ads with the most spend in the review window. Names are replaced with descriptions.

Share of six-month spend, the ten largest ads



Finding 1: testing is a lottery

4,852 ads created in the six months spent money. 3,965 of them, 82%, spent under $50 and the median ad spent $3.87. 108 reached $1,000. The system does find winners: 186 new ads reached ten or more purchases at or under the account's cost per purchase (defined in the appendix), and together they took 57% of spend at a ROAS of 1.89. But they are found by spraying thousands of ads into campaigns and letting Meta starve most of them, and an ad that never got $50 has not been tested. It also filled the Page's ad limit (section 4).

Finding 2: the ads cannot be found or compared

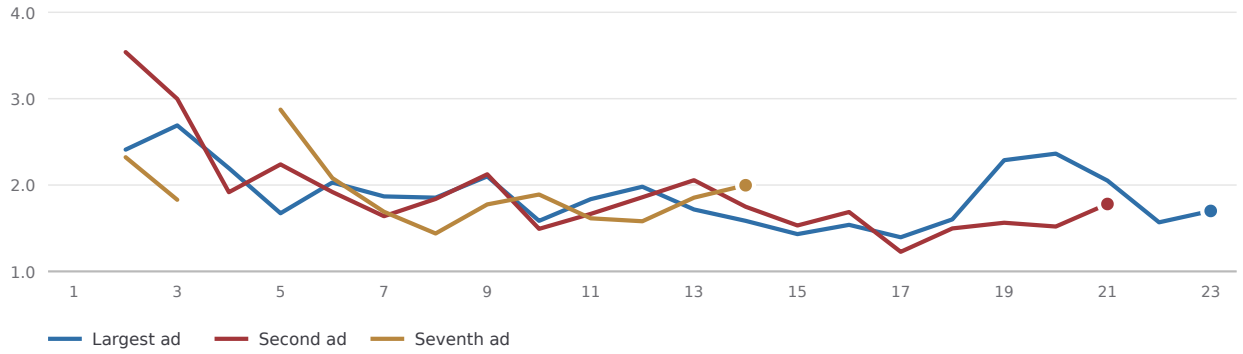
4,625 ads, carrying 71% of spend, are named with a number and nothing else. 1,525 have "Copy" in the name, and the single most-used name belongs to 249 ads. A name like that says nothing about the product, the angle, the hook or the format, so nobody can pull up every ad for one product, compare two angles or find last month's winner without opening ads one at a time. Every analysis of the account starts as guesswork, and the one in this audit had to read the product from ad set and campaign names (appendix). Copies also compete with each other: the first and second ads in the table are the same video in two campaigns, and the seventh is a copy of the third, each building its own delivery history and splitting spend that one ad could have used. The fix is one naming convention on every ad (section 19).

Finding 3: a tenth of spend runs on content named as ripped

344 ads whose ad or ad set name says "rip" or "ripped" took $70,827, 9.4% of spend, at a ROAS of 1.82, above the account's. If, as the names suggest, this is content re-cut from other people's videos, it is a rights claim waiting to happen, and a rights complaint can take down the ads that carry the account at the moment they carry it. Replace them with footage the business owns or licenses, starting with the ones that work.

Finding 4: the biggest winners wore out

ROAS by week since each ad's first week of spend



The three longest-running of the ten largest ads, in weeks with at least $500 of spend. Gaps are weeks under that floor. Largest ad: Product line B video, copy A; Second ad: Product line B video, copy B; Seventh ad: Product line C video A, retargeting copy.

Of the 12 largest ads with weekly results, eight had spend both in their first four weeks and in weeks 9 to 16, and all eight made a lower ROAS in the later window. The median ad lost 28% of its ROAS. The two copies of the largest ad lost 28% and 37%. Part of that is the account's own fall over the same weeks, as spend rose (section 2): the main market made 1.86 in June and 1.60 in September, a smaller fall than either copy's. The larger copy won much of it back in weeks 19 to 21, reaching 2.36 in week 20. Replacements still need to be ready by a winner's third month, which sets the pace for new ads (section 19).

Finding 5: formats, and what Meta's benchmark says about the creative

- Video took 78% of spend at 1.71. Stills (images, carousels and catalogue) took 22% at 1.72 with a larger order, $47.07. Not a ranking, but a reason to fund stills properly in testing
- Meta lists 39 recent prospecting ad sets with a click-through rate above its benchmark for similar advertisers, by up to 270%. Meme-format videos and stills for product line B lead the list. The creative wins the click at normal spend; at the top of the budget the click weakens (section 2)
- Ads made before the window still took 4% of its spend, at 1.52 against 1.72 for new ones

Keep, fund, retire

- **Keep as the ad to beat:** Product line B video, copy A, at 1.86 on $95,685. Merge its copy, Product line B video, copy B, into it so its results stop being split
- **Fund properly:** Launch video, shared campaign at 1.88 and Product line B video, creator version at 1.81, both above the account on modest spend
- **Retire as they fade:** Product line B video, numbered copy at 1.62, Product line B video, copy C at 1.62 and Product line B video, numbered copy B at 1.59, all below the account
- **Replace with owned footage:** everything in the ripped set, the ones that work first, so the winners survive the swap

11. Landing pages and ad-to-page match

INSPECTION

The ads send people to a product page for each line (the product line B page has four addresses), and the advertorial campaigns to content pages that lead to them. The table follows each promise from the ad to the page, the policy and the checkout. Ad copy is from the creatives of ads that spent in the six months. Pages and policies were read on 19 October 2026.

Promise	Ad	Product page	Policy	Checkout
Shipping	Not stated	Product line B: "Free shipping for all orders!" Product line A: "Free shipping on all orders over $45!" Product line C: [free delivery within a stated number of days]	[Free shipping wherever the customer lives]	"Enter shipping address" before any price
Delivery time	Not stated	"Ships Tomorrow"	"1-3 business day processing", then "delivered within 5-12 business days"	After the address
Guarantee	Not stated	"30-Day Money Back Guarantee". [An invitation to try them for thirty days]; "30-Nights Trial". Announcement bar: "FREE RETURNS"	Refunds only for insoles that "haven't been used and are in the same original packaging". "Customers are responsible for return postage costs", and if a label is used "the cost will be deducted from your refund"	No guarantee wording
Price and deadline	[A promise that the sale price will never return], on a Presidents' Day sale ad still spending after mid-April. [A deadline tied to Father's Day]	"OFFER ENDS SOON - UP TO 60% OFF" on every visit. "You save 55%" on three pairs that save 33% on the one-pair price. A "Mystery Discount" pop-up	Not stated	Discount code field
Health	[A goodbye to foot pain]. [A six-figure count of people now walking pain-free]. Advertorials: [a named foot condition]	[A claim that the insoles heal]. "Clinically Tested". "Podiatrist Recommended". "Instant Relief". [Results credited to clinical and consumer studies]. Product line C: [a medical-grade material claim]	Not stated	Not stated

Quotes are verbatim, apostrophes straightened. Descriptions in square brackets replace copy that would identify the brand or what it sells.

What the pages do well. The price and the star rating are on the first screen of a phone, the main content loads fast for real visitors (section 12), and checkout offers three express payment options. The offer is easy to understand. The problems are in what the pages say around it.

Findings

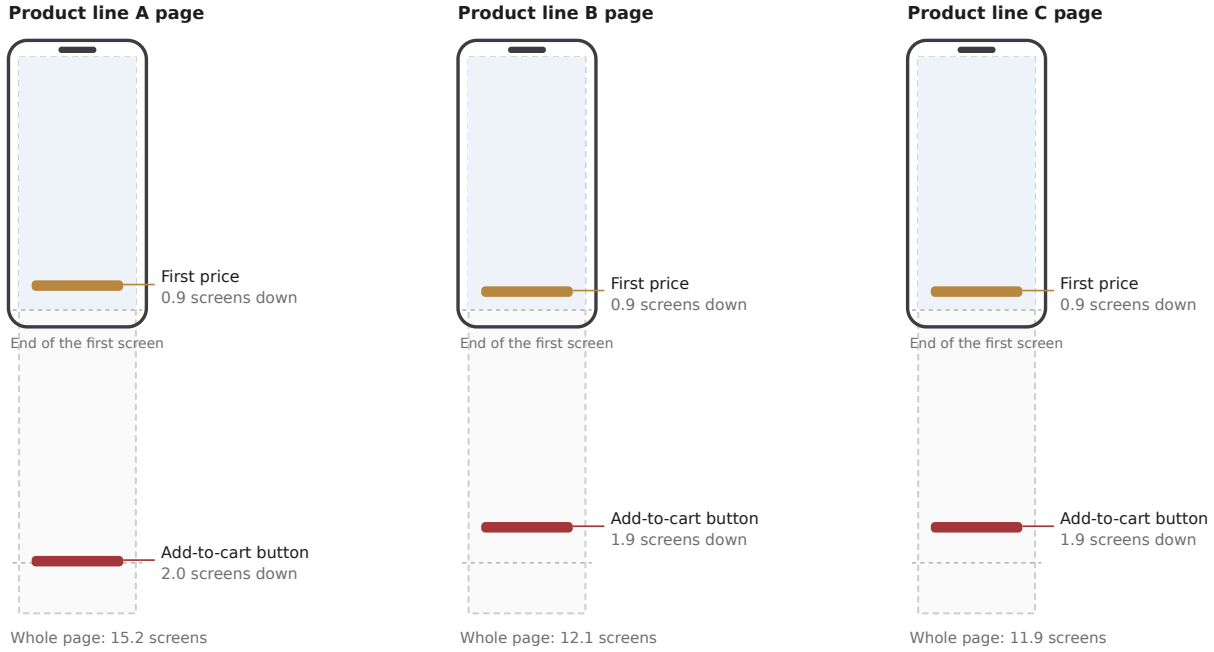
1. **Three customer counts.** The ads give three: [a five-figure customer count], [a larger five-figure customer count] and [a six-figure customer count]. The product page repeats the largest directly above [a review count in the low thousands], and the homepage shows [a star rating from a three-figure review count], a different rating from the product page's. Meta has recorded 202,078 purchases since February 2024, so the largest figure may be true across every channel and year. Then it needs a basis on the page. If not, it is the most exposed claim on the site
2. **Three shipping promises.** Free on every order on the product line B page, free only over $45 on the product line A page and in the bar, and [free shipping wherever the customer lives] in the policy. A buyer who has seen more than one of them cannot tell what they will pay until the checkout asks for an address
3. **A guarantee the policy takes back.** The product pages promise a 30-day money-back guarantee and a 30-night trial. The refund policy covers only insoles that "haven't been used and are in the same original packaging", so a customer who tried them, which is what a trial means, cannot use it. The bar says "FREE RETURNS", and the policy puts return postage on the customer. That gap is where refund disputes and one-star reviews come from
4. **Deadlines that do not end.** The announcement bar said "OFFER ENDS SOON - UP TO 60% OFF" on every visit on 19 October, and a sale ad promises the deal is gone for good when the sale ends, months after the holiday it was made for
5. **Health claims with nothing behind them.** The pages carry [a claim that the insoles heal], "Clinically Tested" and "Podiatrist Recommended" with no study, clinician or test linked. The advertorials name a medical condition in the voice of a customer. Section 13 sets out the exposure
6. **A promise bigger than the product.** The ads for product line B promise [a bigger effect than the product itself gives], and the page repeats it. Say exactly what it does, or say less
7. **Engagement bait.** Several ads ask for an emoji in the comments and promise [a discount code for some of the people who comment]: one more promise to keep

12. Website test

INSPECTION

Tested in Chrome on a desktop computer, with each page laid out at two phone sizes (390 by 844 and 360 by 800 pixels) and at desktop size (1,440 by 900), and with Google PageSpeed Insights on each page. The homepage and the three product pages the ads send traffic to were tested.

Where the price and the add-to-cart button sit on a phone



The first screens of each page, drawn to scale from the page laid out at 390 by 844 pixels. The frame is the first screen; dashed lines mark the end of each further screen. The whole page runs to the number of screens shown below each.

Page	First price, from top	Button, from top	Button, screens down	Button state	Page, screens	Sticky button
Product line A page	759px	1,679px	2.0	Disabled until chosen	15.2	None
Product line B page	779px	1,566px	1.9	Disabled until chosen	12.1	None
Product line C page	779px	1,566px	1.9	Disabled until chosen	11.9	None

Chrome on a desktop computer with the page laid out at 390 by 844 pixels, a common iPhone screen size.

On a phone

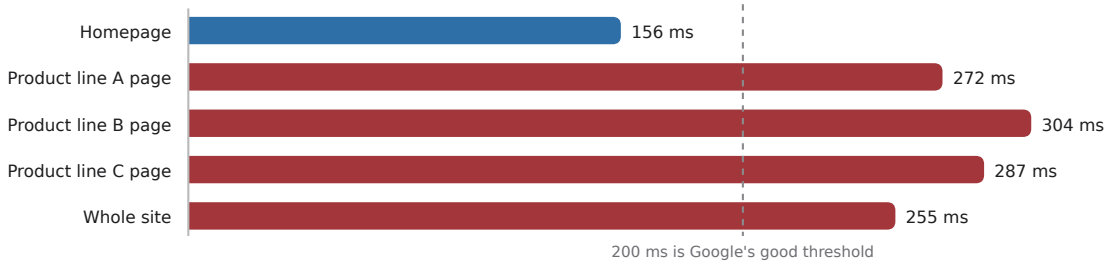
- **The button is two screens down and switched off.** On the product line A page add to cart starts 2.0 screens down, and 1.9 on the other two. It reads "Select a Size (US)" or [a prompt to choose an option] and stays disabled until a choice is made. No page has a sticky button. The price and the rating are on the first screen, so a visitor knows the price before seeing how to buy
- **A pop-up covers every page.** The "Mystery Discount" pop-up appeared within nine seconds on all 12 page and size combinations tested, phone and desktop. On a product page it lands on top of the decision the visitor came to make
- **The size picker zooms the page on an iPhone.** Its text is 14 pixels. Safari on an iPhone zooms in on any form field under 16 pixels, so the first tap on the most important control on the page shifts the layout
- **Small tap targets.** 5 of 27 tap targets in the first three screens of the product line A page are under 44 pixels, Apple's guideline

Page speed

Page	Phone score	Phone LCP	Phone INP	Phone CLS	Phone vitals	Desktop score	Desktop vitals
Homepage	41	1.5 s	156 ms	0.05	Passed	76	Passed
Product line A page	44	1.8 s	272 ms	0.09	Failed	54	Failed
Product line B page	47	1.7 s	304 ms	0.08	Failed	57	Failed
Product line C page	48	1.9 s	287 ms	0.06	Failed	60	Failed

PageSpeed Insights, 19 October 2026. Scores are lab tests, the median of three runs, out of a hundred. LCP, INP and CLS are Google's real-user data for the last 28 days. Good is under 2.5 s LCP, under 200 ms INP and under 0.1 CLS. Vitals: whether real users pass all three.

Interaction to next paint on phones, real users



Google's real-user Chrome data for the last 28 days, from PageSpeed Insights on 19 October 2026. Interaction to next paint is the delay between a tap and the page responding.

Cause and cost. Real visitors see the main content quickly: largest contentful paint is 1.7 s to 1.9 s on the product pages, inside Google's 2.5 s. What fails is the response to a tap: interaction to next paint is 272 ms, 304 ms and 287 ms on phones against a good threshold of 200 ms. Scripts are the cause all three share: in Google's lab test they keep each page too busy to respond for 290 ms to 410 ms, and the busiest is the product line A page, the lightest page at 6.7 MB, which also scores lowest (44 out of a hundred on a phone). The other two pages are heavy for what they show: the product line B page weighs 45.8 MB in the phone test and the product line C page 34.4 MB. Real-user data does not say which taps are slow, but the size picker is the first tap every buyer must make, so it is the first tap to measure and speed up. Have the developer defer the scripts that do not help a visitor buy on all three product pages, then cut the video and image weight on the two heavy ones. The lab scores (44 to 48) should rise with the script work.

Three checks to run on a phone

Most Meta traffic opens inside the Facebook and Instagram apps, whose browsers behave differently from Safari or Chrome. Run three checks on an iPhone, from a live ad, inside the Instagram app:

1. Does the pop-up appear, and can it be closed with one tap without scrolling?
2. Does the size picker open the phone's own list, and does the page jump when it does?
3. Do the express payment buttons appear at checkout and complete an order?

13. Offer architecture and risk reversal

INSPECTION

The offer is what a buyer gets for the money. Risk reversal is what the store promises if they are unhappy.

Layer	What the customer gets	What it costs
One pair	Product line A, shown against a crossed-out higher price	$29.99
Two pairs	Product line A at $24.99 a pair, labelled "You save 30%", pre-selected	$49.98
Three pairs	Product line A at $19.99 a pair, labelled "You save 40%" and "+ FREE Pair"	$59.97
Product line B	The same product at four addresses, three pairs labelled "You save 55%"	$29.99 and up, by address
Shipping	Free over $45 on one page, free on everything on another, free everywhere in the policy	Shown only after an address at checkout
Guarantee	"30-Day Money Back Guarantee" and a 30-night trial on the page	Unused only, customer pays return postage
Discounts	"OFFER ENDS SOON - UP TO 60% OFF" in the bar, a "Mystery Discount" pop-up and a sale for almost every holiday (22 campaigns in the six months)	23 of 25 products carry a crossed-out price

The structure is sound: a pair for the price of a lunch, cheaper second and third pairs, and two pairs selected when each page opens. Yet the average order, $44.25, is below the two-pair price. Orders for product line A, whose page puts free shipping between one pair ($15.01 short) and two, already average $51.19, though the policy says shipping is free everywhere. On the product line B page and the product line C page one pair ships free, so nothing rewards the second. The savings labels also overstate. Against the store's own one-pair price, two pairs save 17% a pair and three 33%; the labels say "You save 30%" for two, and "You save 55%" (product line B) or "You save 40%" (product line A) for three, against the crossed-out price the guidance below asks the store to justify.

Risk reversal: what is promised and what is written

The product pages promise [an invitation to try them for thirty days] (product line A) and a 30-night trial (product line B), and the bar says "FREE RETURNS". The policy refunds only unused insoles, with return postage and any label cost on the customer (section 11). Insoles cannot be tried without being used, so neither the trial nor the free returns work as written, and a customer who finds that out on day 20 has a reason to dispute the charge.

Exposure

This is a marketing audit, not legal advice. Have the claims and terms reviewed, starting with these four:

- **Health claims.** The US Federal Trade Commission expects health claims such as [a claim that the insoles heal], "Clinically Tested" and "Podiatrist Recommended" to rest on competent and reliable scientific evidence, wellness products included (its 2022 guidance). None is substantiated on the page. The podiatrist line is also an expert endorsement, which needs a real expert who assessed the product. Meta restricts health claims too
- **Returns and guarantee.** The FTC's guides on guarantees expect a money-back guarantee to refund the full price on request, with any conditions disclosed where it is advertised. A 30-day money-back guarantee for unused insoles only falls short
- **Testimonials.** The FTC's rule on reviews and testimonials, in force since October 2024, bans testimonials that misrepresent who gave them. The advertorials are written as customers ([a story told by a tradesman], [a story told by a warehouse supervisor]). Unless they are real customers who agreed to be quoted, rewrite them in the brand's voice
- **Reference prices.** The FTC's guides on deceptive pricing treat a crossed-out former price as honest only if it was the price the product was openly offered at, in good faith, for a reasonably substantial recent period. 23 of 25 products carry one

Recommended architecture

1. **One shipping line, used everywhere.** Free shipping from two pairs, said the same way from the ads to the cart, and the single-pair shipping price shown before checkout
2. **Make the one-pair option sell the second pair.** Keep two pairs selected, and when a buyer picks one pair, say what the second adds, $19.99, and that two ship free. Two pairs leave $29.03 against $13.29 for one, and the third pair at $9.99 still adds $6.53 (section 8), so keep the three-pair box as the step up
3. **Decide what the guarantee is, then say only that.** Either keep returns for unused insoles and call it that, or make the 30-night trial real (worn insoles included) and price it in, the stronger offer (section 15) once a test supports it. This and item 6 may cost some conversion at first, and protect the ad account and the store's standing with its payment processor
4. **True savings, real dates.** Work every savings label out against the one-pair price. Keep a crossed-out price only where the product was genuinely offered at it for a substantial recent period. Give offers real end dates
5. **Proof with a basis.** One customer number the business can defend, and the review platform's rating by the button
6. **Health claims out, or backed.** Remove [a claim that the insoles heal], "Clinically Tested" and "Podiatrist Recommended" unless a study, test report or named clinician can be linked. Comfort sells the product without them
7. **One product, one address.** Merge the four addresses for product line B into one page at one price

14. Checkout analysis and conversion tests

INSPECTION

The path

Step	What the customer sees	Problem
1. Product page	The "Mystery Discount" pop-up, then the page. Add to cart reads "Select a Size (US)" and is switched off	The pop-up stands between the ad and the decision. The button is two screens down on a phone
2. Size or option	A drop-down list in 14-pixel text	Zooms the page on an iPhone, on the first tap every buyer must make (section 12)
3. Bundle choice	One, two or three pairs, with two selected when the page opens, and savings labels	A buyer who switches to one pair is not told what the second adds or that two ship free. Savings labels above the real saving (section 13)
4. Checkout, contact	Express buttons first, then email or phone, "Used for your order confirmation and cart reminders"	All 20 text fields use 14-pixel text, so each one zooms on an iPhone
5. Delivery	14 countries, then the address. "Enter your shipping address to view available shipping methods."	A single pair, $29.99, is under the free-shipping line and its shipping price appears only now
6. Payment	Card, PayPal and Shop Pay with "Pay in full or in installments". "All transactions are secure and encrypted."	None. Good choice of methods
7. Order summary	Item, subtotal, shipping, total, a discount code field	No guarantee, no returns line and no delivery date anywhere at checkout

Walked on desktop Chrome on 19 October 2026 with one pair of product line A. Nothing was entered or submitted.

Corrections and conversion tests, in order

#	Change	What it is	Read on	Effort
1	One shipping line	The same shipping statement on every page, the policy and the cart. The single-pair shipping price shown before checkout	Checkouts per cart. Order value	Low
2	Guarantee at the pay button	One short block above the pay button that says exactly what the policy says: what can be returned, who pays postage, how long it takes	Purchases per checkout. Refund disputes	Low
3	Sell the second pair	When a buyer picks one pair, the picker says what the second adds, $19.99, and that two ship free. Savings labels worked out against the one-pair price	Order value. Share of single-pair orders	Low
4	The pop-up off product pages	No pop-up on product pages reached from an ad. Keep it on the homepage, on exit	Adds to cart per visitor. Email sign-ups	Low
5	Faster product pages	Defer scripts that do not help a sale on all three product pages; cut video and image weight on the product line B page and the product line C page	Real-user interaction speed. Adds to cart	Medium
6	A sticky button on phones	A bar at the foot of the screen with the price and "Choose your size", which opens the picker. Picker text at 16 pixels	Adds to cart per visitor	Low
7	Proof with a basis	Rating and review count from the review platform next to the button, one customer number with what it counts	Purchases per visitor	Low
8	A worn-insole trial	Half of traffic sees a 30-night trial that covers worn insoles, with refunds tracked for the buyers who saw it	Purchases per visitor, then refund rate once the first buyers' trial has run out	Medium, a policy decision

How to run them

- Changes 1 to 5 are corrections, not experiments: they go to every visitor. Ship 1 to 3 together in week 1, 4 in week 2 and 5 when the page work is done, by 22 November. Read each before and after on the weekly scorecard. A correction reaches both halves of a split test alike, so it can go live while one runs
- Changes 6 to 8 are split tests, one at a time. Detecting a 10% lift in purchases per visitor from June to October's 6.1% takes about 25,266 landing page views in each half of a split. At June to October traffic, 3,172 a day, that is 16 days per test. Do not read a test early, and do not run one across the peak days
- Test 8 is the one that could change the offer, and the one that could cost the most. Read it twice: on purchases straight away, and on refunds once the first buyers who saw it are past the trial

15. Competitors and unclaimed positioning

REVIEW AND INSPECTION

Who is buying the auction

Ten Ad Library searches for active ads in the main market on 19 October 2026 show a crowded category. Meta estimates 11,968 active ads for "insoles", 4,860 for a search on the promise behind product line B, 4,208 for "comfort insoles" and 2,352 for a search on a common foot condition.

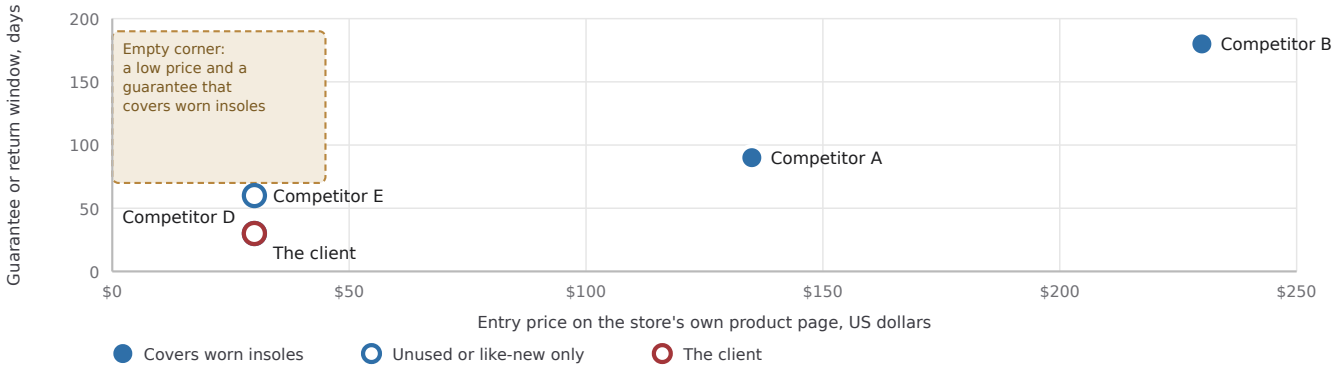
- In a sample of 420 of those ads from 111 advertisers, 37 look like content or advertorial pages (health tips, story pages, doctor-named pages). They ran 208 of the ads, 50%. The most active advertiser, one content page, is one of them, with 43 ads
- The client had 14 ads in the sample, and each branded competitor in the table below had 4 to 9. The auction is set less by insole brands than by content pages that sell a story first, the lane the client's own advertorial campaigns compete in, at a ROAS of 1.69 on $32,777 over the six months

How five competitors build the offer

Brand	What it sells	Entry price, rounded to $5	Risk reversal	Proof on the page
Competitor A	Performance insoles	$135	A 90-day money-back guarantee, free returns in the US	[A star rating from several thousand reviews]; [a six-figure units-sold claim]
Competitor B	Custom-made orthotics for heel pain	$230	[A six-month money-back guarantee]; terms describe a [three-week trial]	[A review count in the hundreds]
Competitor C	Premium support insoles	£50	60 days, customer pays return postage	Reviews on the product: [a review count in the hundreds]
Competitor D	Insoles and footwear	$30	[Free shipping above a high threshold and a thirty-day return guarantee]; policy: unused items only, [a restocking fee on returns]	"No reviews yet."
Competitor E	Pain-relief shoes and orthotics	$30 to $75	60 days, like-new condition	[A claim of thousands of top ratings]
The client	Three lines of insoles	$29.99	"30-Day Money Back Guarantee"; policy: unused items only, customer pays return postage	[A review count in the low thousands] (product line A)

Public pages read on 19 October 2026 from Croatia. Prices are each store's own currency from its product data. Competitor C's main store sent our visit to its store priced in pounds, which is shown.

Entry price against the guarantee each brand advertises



Each brand's cheapest product on its own store, in US dollars. A filled marker means the stated guarantee covers worn insoles, a hollow one unused or like-new returns only. Competitor C is left off: only its store priced in pounds could be read. Competitor prices are plotted as the table rounds them, which puts Competitor D on the client's point.

Unclaimed positioning

Already claimed: performance and long guarantees at a premium price (Competitor A at $135 with 90 days, Competitor B at $230 with 180), pain relief in a doctor's or a sufferer's voice (the content pages), and cheap versions of product line B with strict returns. In the ads and pages read, nobody held these:

- **A low price with a guarantee that covers worn insoles.** Every brand under $45 takes back only unused or like-new products. Making the client's 30-night trial real would make it the only one that does, and a longer trial would move it into the empty corner of the map (sections 13 and 14, test 8)
- **Product line B, honest about what it does.** What it really does, shown in everyday shoes
- **The replacement cycle.** Insoles flatten, and nobody tells buyers when to replace them
- **Proof with a basis.** The biggest numbers in the category come without a source: [a six-figure units-sold claim], [a claim of thousands of top ratings], the client's own [a six-figure customer count]. A verifiable number would stand out

16. 90-day plan

FULL AUDIT

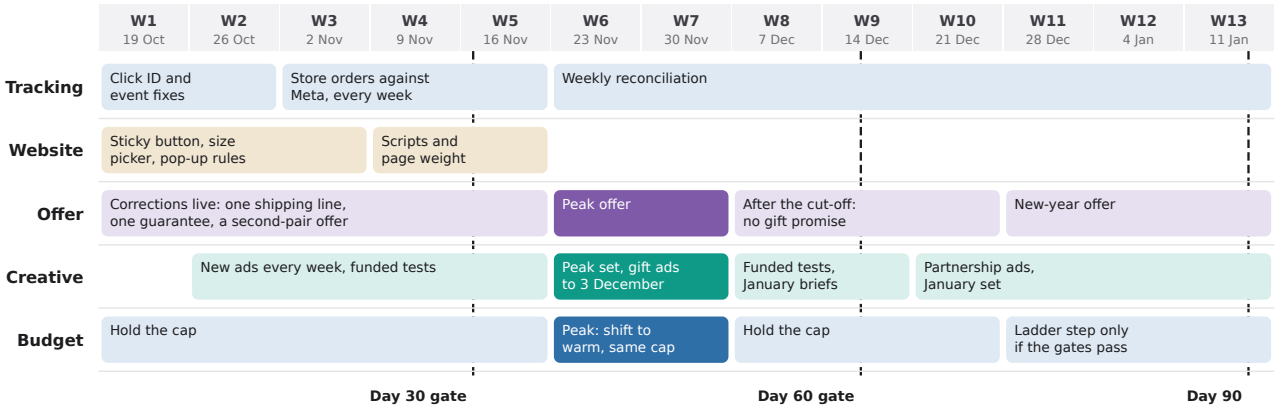
Three phases of 30 days from 19 October 2026 to 16 January 2027. Spend holds at $5,000 a day through the peak. From 1 December the cap is the one the phase 1 gate sets from the store's count (section 20), and only the ladder in section 17 raises it, from January. What changes is where the money goes, what the pages say and how well the account counts its own orders.

Campaigns and daily budgets

Campaign	Outside the peak	Thanksgiving to Cyber Monday	Setup
Prospecting: product line B and product line C, the main market	$2,600	$2,300	One campaign, broad, purchasers of the last 180 days excluded. Winners only, each as one ad, never as copies
Prospecting: product line A, the main market	$600	$400	Same rules, at about today's share. The ladder holds this campaign at its budget to read each step against (section 17)
Creative testing	$600	$0	Ad set budgets, one angle per ad set. Each new ad gets up to $150 before it is judged. Paused over the peak days
Retargeting	$500	$1,300	Site visitors, ad engagers and carts. Buyers excluded. One counting rule (section 7)
Retention	$150	$700	Past buyers by product line: the replacement pair, the other product, the bundle (section 9)
Prospecting: markets B, C and D	$550	$300	One ad set per market, so each can be read on its own
Total a day	**$5,000**	**$5,000**	

Over the peak the total stays the same, and warm audiences and past buyers rise from $650 a day (13% of it) to $2,000 (40%) (section 18). The testing budget, $4,200 a week, covers 15 new ads at $150 each with room for the second week of the best ones.

The plan, week by week



Week by week

Week	Dates	What happens	Check at the end of the week
1	19 to 25 Oct	Cap set. Purchaser exclusions on every prospecting ad set. Copies of the top ad merged. One shipping line, guarantee wording at the pay button, and the one-pair option selling the second pair with true savings labels (changes 1 to 3, section 14). Store orders by day and the event-ID fix requested. Account authentication confirmed. Unsupported health claims removed	Spend at or under the cap every day. Corrections live
2	26 Oct to 1 Nov	First batch of new ads, each funded. Click ID fix briefed. Pop-up off product pages reached from ads (change 4)	Store orders against Meta's purchases for June to October
3	2 to 8 Nov	Second batch. Sticky button split test starts (test 6). Peak offer and peak ads briefed	Break-even worked out again from the store's count
4	9 to 15 Nov	Third batch. Retention campaigns live. Product page speed work (change 5), live by 22 November. Peak offer signed off. Ripped content replaced, winners first	Order value against target
5	16 to 22 Nov	Phase 1 gate on 17 November: the cap from 1 December set from the store's count (section 20). Peak ads built and approved by the 20th	Phase 1 goal (below)
6	23 to 29 Nov	Peak budgets from Thanksgiving, 26 November. Testing paused	Daily ROAS and cost per purchase
7	30 Nov to 6 Dec	Cyber Monday, then standard budgets within the cap set on day 30, and creative testing, from 1 December. Proof split test starts (test 7). The Christmas cut-off in every ad and on the page. Gift ads stop on 3 December unless faster shipping is added	Peak against both previous years
8	7 to 13 Dec	January ads briefed. Gift ads run only if faster shipping was added	Testing back to full volume

Week	Dates	What happens	Check at the end of the week
9	14 to 20 Dec	Phase 2 gate on 17 December. Worn-trial split test starts (test 8), if the business agreed to it by week 4	Phase 2 goal (below)
10	21 to 27 Dec	Cap held over Christmas. New-year angle from the 26th. First partnership ads in the testing budget (section 19)	Spend and ROAS holding
11	28 Dec to 3 Jan	January set live. Ladder gates read for step one	Every gate for step one
12	4 to 10 Jan	Step one from 4 January if every gate holds. Nothing else changes that week	ROAS on the extra spend
13	11 to 16 Jan	Step two no earlier than 11 January, through the same gates. Phase 3 gate and plan review on 16 January	Phase 3 goal (below)

Phase goals

- **Phase 1, 19 October to 17 November: hold, correct, measure.** ROAS at or above 1.71 and cost per purchase at or under $25.61 at the cap: what June to October delivered at an average day of $4,960, and what the fitted curve gives at $5,000. About 5,900 purchases on $150,000. Store orders reconciled with Meta's purchases every week. Three new winners
- **Phase 2, 18 November to 17 December: the peak at the cap.** Peak days at or above 1.40, above both previous peaks (1.37 and 1.25). No day above the cap. Order value at or above $48.00, the plan's target between today's $44.25 and the two-pair price
- **Phase 3, 18 December to 16 January: the first step, if it has been earned.** The ladder opens only through its gates. If the store's count puts break-even above what the account makes, phase 3 stays at the cap and the work is order value and costs, not spend

What the team needs from the business

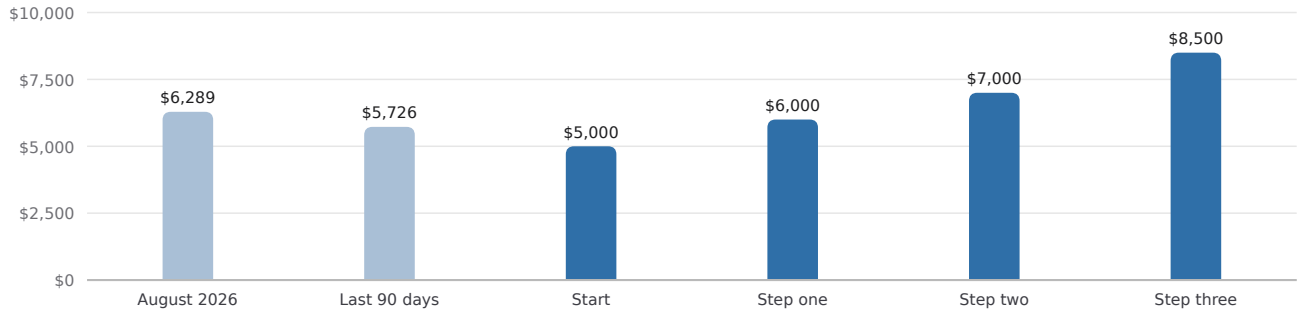
- Week 1: store orders by day for June to October by channel, with new against returning customers and the share of single-pair orders; refunds and chargebacks as a share of sales over the six months; the event ID added to the browser and the server copy of every purchase (section 7); the single-pair shipping charge; confirmation that the account authentication notice is cleared
- By week 4: the guarantee decision (section 13); owned or licensed footage to replace the ripped content
- By 15 November: the peak offer signed off. By 20 November: stock for the peak. By 1 December: the Christmas cut-off confirmed with the fulfilment partner

17. Budget scaling ladder

FULL AUDIT

The ladder starts at the line where the primary finding shows spend stops paying, and climbs only when the account proves the next step pays. Each step has results that must hold before it is taken, written down now so that nobody has to decide them in the moment.

Spend a day: where the account has been, and the ladder



The first two bars are history: August 2026, the busiest month of the window, and the window's last 90 days. The four steps are the plan's.

Step	Spend a day	Earliest	Results that must hold before the step
Start	$5,000	19 October 2026	The starting point, held through the peak. From 1 December, the cap the phase 1 gate sets (section 20); if that is below $5,000, the first step is back to $5,000, through the same gates, and $6,000 becomes the second. Mostly the main market, with markets B, C and D on their own ad sets
One	$6,000	4 January 2027	At least 14 clean days at the cap after the peak. ROAS over those days at or above break-even, 1.39 today, worked out again from that month's ratio of Meta's purchases to store orders, and the ratio within 15% of the June to October ratio worked out in week 3 (65% to 87% if it stays at 76%). Order value at or above $48.00. Click ID on at least 75% of purchase events
Two	$7,000	11 January 2027	Step one held for seven days. The ROAS on the extra $1,000 a day, measured against the days before the step and the campaign held flat, at or above break-even. ROAS overall down no more than 5%. Market D tested on its own at $400 a day inside the step, once its break-even is worked out from the store's own shipping costs there
Three	$8,500	After the plan	The same gates, plus the one-pair option selling the second pair and the shipping line live for at least a month, and order value holding. The main market at least 85% of spend

Dates are the earliest each step is planned. They are not commitments. Peak days are outside the ladder: the mix changes and the total does not. A clean day has no sale price, no budget change outside the plan and no change to structure or bidding. The new-year offer and the January ads go live by 28 December, so they run on both sides of step one.

Rules that govern the ladder

1. One step at a time, and no step is skipped
2. A step holds for at least seven days. Its result is the ROAS on the extra spend, read against the days before the step and against one campaign held at its budget through the step (the prospecting campaign for product line A), so that the season and the offer show up in both. Never the overall average alone
3. If the overall ROAS falls more than 5% on two readings in a row, go back to the step below, find the cause and re-enter through the gate
4. Nothing else changes in the week of a step: no new structure, no new offer, no new attribution setting. Testing carries on at its own budget
5. Budgets move once a day at most, on campaign budgets. The account changed budgets 1.7 times a day in the six months (section 4), which makes any step impossible to read
6. If a gate cannot be read, the answer is no. The cap is the default
7. If break-even, worked out from the store's count, is above what the account makes, the ladder does not start. The work then is order value and cost, and the cap may need to come down, not up

Why the main market first, and where else

The main market is 86% of spend and the market most likely to give a readable step within a week. Market D has made a higher ROAS than the main market in four of six months since it restarted (section 5), on small budgets, so it gets its own test inside step two. Market B and market C stay inside the $550 a day for markets B, C and D until a step has been held.

18. Seasonal plan: Black Friday, Christmas and January

FULL AUDIT

The plan's 90 days hold the year's most expensive auction, the Christmas delivery deadline and January. The account has been through each twice.

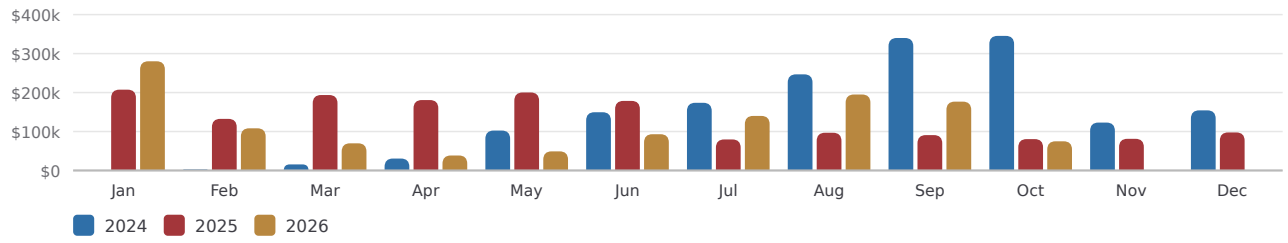
Period	Spend a day	CPM	ROAS	Cost per purchase	Order value
Four weeks before, 2024	$4,722	$10.52	1.80	$19.34	$34.71
Thanksgiving to Cyber Monday, 2024	$4,039	$17.70	1.37	$26.16	$35.73
3 to 24 December 2024	$4,806	$12.81	1.62	$22.16	$35.96
January after, 2025	$6,690	$8.01	1.75	$20.78	$36.41
Four weeks before, 2025	$2,452	$14.35	1.26	$38.29	$48.16
Thanksgiving to Cyber Monday, 2025	$4,356	$20.42	1.25	$39.74	$49.81
2 to 24 December 2025	$3,098	$15.36	1.44	$32.98	$47.37
January after, 2026	$9,040	$12.24	1.43	$33.10	$47.37

Account level, daily data. The peak is Thanksgiving Thursday to Cyber Monday.

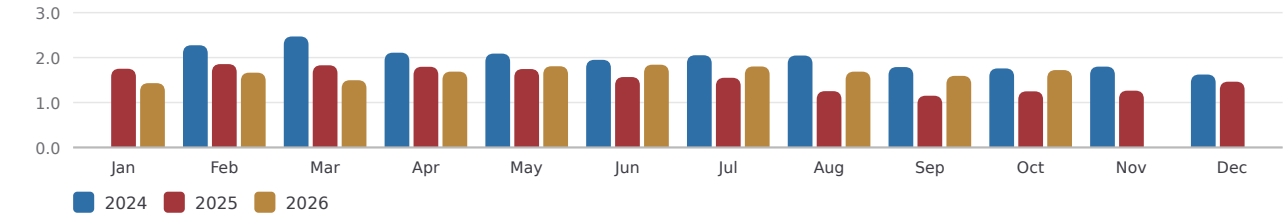
Reading the table

- **2024.** Over Thanksgiving to Cyber Monday, spend a day was 14% lower than in the four weeks before, CPM 68% higher and ROAS fell 24% to 1.37
- **2025.** Spend a day rose 78%, CPM rose 42% and ROAS held at 1.25, level with the weeks before and the lowest of any peak period in the table
- **January** went opposite ways: a ROAS of 1.75 in 2025 at $6,690 a day, and 1.43 in 2026 at $9,040 a day with impressions 53% dearer. Higher spend and a dearer auction both played a part
- **The plan's calendar window** made a ROAS of 1.74 in 2024, 7% below the 90 days before it, and 1.40 in 2025, 13% above. What both years share is the peak: the auction gets 42% to 68% dearer and sales do not rise to match

Spend by calendar month



ROAS by calendar month



October 2026 covers 1 to 15 October. Months with no spend that year are left out.

How to run this peak

1. **Hold the total, move the mix.** From Thanksgiving, 26 November, to Cyber Monday, 30 November, spend stays at $5,000 a day and $2,000 of it, 40%, goes to retargeting and past buyers. Warm ad sets beat cold ones over the six months (section 9), which matters most when every impression costs more
2. **Lead with the bundle, not a deeper discount.** Two pairs leave $29.03 against $13.29 for one (section 8). Make the offer the two-pair bundle with free shipping, keep the three-pair box as the step up, since the third pair still adds margin (section 8), and end the offer when it says it ends, on 30 November
3. **Build early.** Peak ads approved by 20 November. Testing pauses for the peak days
4. **Say the Christmas cut-off.** The store's own policy promises up to three business days of processing and then 5 to 12 business days of delivery. On those terms, 3 December is the last day an order is sure to arrive by Christmas Eve. Say it in every ad and on the page from 1 December, and stop gift ads on 3 December unless faster shipping is added
5. **Do not open January at full speed.** January 2026 ran at $9,040 a day into a dearer auction and made a ROAS of 1.43. This January opens at the cap and the ladder decides the rest

19. Creative directions and production

FULL AUDIT

Eleven directions, each tied to a finding in this audit. The account does not lack ideas or clicks. It lacks ads that are funded long enough to prove themselves, footage it owns and claims it can stand behind.

#	Direction	The idea, and the first ads	Tied to
1	**Honest results**	Exactly what product line B does, shown in everyday shoes. Short videos and one comparison still	A promise bigger than the product (section 11). An unclaimed position (section 15)
2	**Product line B memes**	The format that leads Meta's list of ad sets above its click-through benchmark, rebuilt with footage the business owns. Videos and stills	Up to 270% above Meta's click-through benchmark (section 10)
3	**The real thing**	Cheap copies, told in the brand's own voice instead of a customer persona's: what a cheap foam insert does after two weeks, and what this one does	The advertorial personas (section 13)
4	**A pair for every shoe**	The two-pair bundle as the hero, work boots and trainers side by side, price per pair on screen	Two pairs leave the most margin per order (section 8)
5	**Time for a new pair**	When insoles flatten and how to tell. For past buyers first, then for prospecting	Past buyers were not sold to at all (section 9)
6	**The long shift**	Comfort for people who stand all day, told as comfort, cushioning and hours on the feet, with no medical claim	Health claims (section 13)
7	**Real customers**	Reviews from the review platform, quoted with permission, with the reviewer's first name and the shoe they wear	Proof with a basis (sections 11, 15)
8	**Wear them for a month**	The worn-insole trial, if test 8 passes. Until then, the honest version of today's guarantee	The empty corner (section 15)
9	**The peak bundle**	The bundle with free shipping and a real end date, for warm audiences and past buyers	Peak plan (section 18)
10	**The gift, until the cut-off**	For the person who stands all day, with the last order date on every ad	The Christmas cut-off (section 18)
11	**New year, new shoes**	New shoes need new insoles. From 26 December	January (section 18)

What to produce, and the testing rules

- **15 new ads a week**, delivered as one batch every Monday, across at least three directions and both formats. That is fewer than the account launches now, on purpose: each one gets money
- Every new ad gets up to $150 before it is judged, about six purchases at today's cost. It is switched off early at $75 with no purchase
- A plan winner is an ad with ten or more purchases at or under $25.61, the phase 1 target, throughout the plan. It moves to its prospecting campaign as one ad, not a copy
- No single ad above 25% of spend. The two copies of the largest ad lost 28% and 37% of their ROAS between their first four weeks and weeks 9 to 16 (section 10), so a winner's replacement is briefed in its second month
- **Partnership ads and Reels.** From phase 3, two of each week's new ads run as partnership ads, for which Meta estimates "19% lower cost per result potential if you run campaigns with Partnership ads". Every video is also delivered in the vertical Reels format, which answers Meta's Reels notes (section 4)
- **One naming convention on every ad**, in this order: launch date, product line, direction, format, version (Date_Product_Direction_Format_Version). Then any ad can be found by product or direction, any two can be compared, and a winner can be traced back to the idea that made it. No copies, no names that are only a number
- Footage the business owns or has licensed, nothing else. The ripped set is replaced by week 4, winners first
- Serafinity does not produce the ads. Ask the creative team for three things: a one-paragraph brief per direction; a creative log of every ad with its direction, launch date, spend, purchases and status; and a kill-and-keep list every Thursday

20. Projected outcomes, timelines and risks

FULL AUDIT

Three scenarios for 90 days

Scenario	Spend over 90 days	ROAS	Sales	Purchases	Profit after ads
Carry on as now	$515,353	1.66	$857,210	19,629	$99,293
Hold the cap	$450,000	1.71	$770,155	17,568	$102,224
Cut to the curve's best day	$345,806	1.82	$629,209	14,353	$105,356

Projections, not forecasts. ROAS, sales and purchases are as Ads Manager would report them, from the account's own days with no adjustment for the season, so the peak's usual dip (section 18) is not in them. Profit after ads counts every store order (Meta credits the ads with about three in four, section 7) at what an order leaves before ads, 55% of sales (section 8).

Profit after ads over the plan, by scenario



The last column of the table above: the store's sales times what an order leaves before ads, minus spend.

- **Carry on as now** repeats the last 90 days: $5,726 a day at 1.66. **Hold the cap** spends $5,000 a day at 1.71, what June to October made at an average day of $4,960 and what the fitted curve gives at $5,000. **Cut to the curve's best day** spends $3,842 a day at its 1.82. None includes the offer and page changes, which would add to all three
- Against carrying on, holding the cap spends $65,353 less for $87,055 less in sales and about 2,100 fewer purchases, and keeps about $2,900 more profit. The spend it gives up made a ROAS of 1.33 on the extra, below the 1.39 break-even
- On the curve, the spend from $3,842 to the cap makes 1.35 on the extra, just under break-even; the real days of $3,500 to $5,000 say it pays (1.72, and the most profit a day), and the curve's best day sits inside that group. The gap, $3,132 over 90 days or $35 a day, turns on the store's count, and today's 76% rests on 24 days. So the plan holds $5,000 through the peak, and the phase 1 gate on day 30 sets the cap from 1 December to the curve's best day at the share the store's count gives, never above $5,000: $5,000 at a share of 71.7% or below, $4,366 at 74%, $3,842 at today's 76%, $3,485 at 78% and $3,127 at 80%. At today's share, the plan's profit lies between the last two scenarios
- If the ladder's first step opened, $1,000 more a day for 30 days would bring about $37,700 of sales at the ROAS measured on the extra spend between $5,000 and $6,500: a loss of $2,942, even counting every store order. A step opens only when the ROAS on the extra spend clears break-even

What will look worse before it looks better

1. **Purchases.** About 2,100 fewer over 90 days than carrying on. That is the cap doing its job
2. **Prospecting's ROAS, once past buyers are excluded.** The easiest purchases move to retention; read the two together
3. **Checkouts after the shipping and guarantee corrections.** The real terms may cost some checkouts; refunds and disputes should fall
4. **The number of ads.** Far fewer, each funded, with most of each batch still switched off. That is the system working
5. **Meta's purchase count after the event-ID and click ID fixes.** It may move with no change in sales: compare it with store orders

Risks

Risk	Likelihood	What it does	Mitigation
Fewer of the store's orders turn out to come from the ads	Unknown	Break-even rises towards 1.83 and the margin of safety shrinks	Store orders by channel in week 1, then weekly. The cap may come down, not up
The account authentication notice is not cleared	Unknown	No new ads can be built or edited	Confirm on day 1
The Page's ad limit	High today	New ads cannot deliver	Switch off or archive idle ads. Fewer, funded launches
A rights complaint on ripped content	Medium	Ads removed while they carry spend	Replace the ripped set by week 4, winners first
Ad rejections for health claims	Medium	Delivery stops on key ads	Remove unsupported claims in week 1
Peak CPM inflation	Certain	Peak ROAS below target	Same total, mix moved to warm audiences and past buyers
The creative bench runs dry	Medium	Winners wear out with nothing behind them	New ads every week from week 2. Replacements briefed in a winner's second month
Refunds run above 5%, or postage and duty rise	Unknown	Each point of refunds lifts break-even by about 0.03, each $1 of cost by 0.06	The store's refund and chargeback rate in week 1. Recheck break-even when a rate card changes

21. Reporting cadence and QA support

FULL AUDIT

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

When	What	Who
Every day	Spend against the cap. Any budget change logged with its reason	Media buyer
Monday	Weekly scorecard. The week's new ads launched	Media buyer, creative team
Thursday	Kill-and-keep list back to the creative team	Media buyer
Every two weeks	Which directions produced winners, what to make next	Both
Days 30, 60, 90	Phase gate against the goals in section 16 and the ladder in section 17	The business, with the scorecard

Weekly scorecard

Metric	Source	Phase 1	Phase 2	Phase 3
Spend a day	Ads Manager	Up to $5,000	Up to $5,000, mix moved at the peak; from 1 December, the cap set on day 30	The cap set on day 30, then the ladder
ROAS	Ads Manager	1.71 or higher	1.40 or higher on peak days	At or above break-even
Cost per purchase	Ads Manager	$25.61 or lower	Read, not targeted, at the peak	At or below break-even cost
ROAS on the extra spend at a step	Calculated	Not applicable	Not applicable	At or above break-even
Order value	Ads Manager, then the store	Rising towards $48.00	$48.00 or higher	$48.00 or higher
Meta's purchases as a share of store orders	Both	Measured weekly, from 76%	Within 15% of the week 3 ratio	Within 15%
Break-even ROAS	Calculated from the line above and the store's refund rate	1.39, updated weekly. Above a 71.7% share, the day 30 gate lowers the cap from 1 December (section 20)	Reviewed at the gate	Reviewed at the gate
New ads launched in the week	Creative log	15	15, the peak set	15
New plan winners (section 19)	Creative log	Three by day 30	Kept up	Kept up
Largest ad's share of spend	Ads Manager	Under 25%	Under 25%	Under 25%
Click ID on purchase events	Events Manager	From 61%	75% or higher	75% or higher
Refund rate	Store	Measured	No higher than measured	No higher than measured
Phone interaction speed, product pages	PageSpeed Insights	Measured	Under 200 ms	Under 200 ms

Order value is Meta-reported, the same source as the baseline, until store data replaces it. ROAS is read against break-even, never on its own, and break-even moves with the share of store orders Meta credits to the ads (sections 7 and 8).

One month of QA support

The audit includes one month of written QA (quality assurance) support while the client's team implements, from 19 October to 18 November 2026. Message **support@serafinity.com** to get started. Keep in mind that using the support is required to validate Serafinity's guarantee (set out at serafinity.com). Use it for:

- A check of the new campaign build, the exclusions and the attribution setting before they go live
- A check of the shipping line, guarantee wording and savings labels once they ship, on the same pages used in sections 11 and 13
- A read of the first two creative batches against the directions in section 19
- The store's order count against Meta's once it arrives, the break-even it gives, and what that means for the cap and the ladder
- The phase 1 gate on day 30, and any question on a figure, a finding or a rule in this document

Appendix. Tracking detail, rules, sources and glossary

REVIEW

Event match quality and event volumes

Event	Match quality	Click ID	Email	Phone	Browser events, 28 days	Server events, 28 days
Purchase	8.9	60.9%	97.4%	63.1%	6,347	6,859
Add payment info	7.7	54.0%	74.7%	36.8%	2,970	3,284
Initiate checkout	7.0	66.2%	45.2%	20.2%	6,589	17,184
Add to cart	6.8	59.4%	32.3%	17.9%	33,355	25,167
View content	6.4	58.7%	13.1%	6.2%	213,321	116,940
Page view	6.5	55.0%	20.5%	10.2%	249,486	163,029

Main dataset, read on 19 October 2026. Match quality is Meta's score out of ten. Event volumes are 22 September to 19 October 2026.

How the numbers were checked

Every query to the ad account was saved with its parameters and the time it ran, and the review window was frozen at 16 April to 15 October 2026. Every figure in this document was computed in code from those saved results and printed from one register of figures, each with its source and formula. The finished PDF was then read back and every number in it matched against that register. The window's spend reconciles across six independent cuts of the data:

Total	Spend, review window	Difference	Share
Account total	$749,655.01		
Sum of campaigns	$749,655.01	$0.00	0.00%
Sum of ad sets, live, deleted and archived	$749,655.01	$0.00	0.00%
Sum of ads, live, deleted and archived	$749,653.51	-$1.50	0.00%
Sum of countries	$749,655.01	$0.00	0.00%
Sum of days	$749,655.01	$0.00	0.00%
Sum of campaign-by-country rows	$749,655.01	$0.00	0.00%

At the ad level the shortfall is spread over 17 ad sets, none more than $0.48: the pattern of per-ad figures rounded to the cent.

How campaigns and products were classified

- **Campaign type**, from the campaign name, in this order: retargeting if the name says retarget; retention if it says retention; holiday and sale if it names a holiday or a sale (Black Friday, Cyber Monday, Presidents' Day, Father's Day and the like, or flash and sale); testing if it says test or names a test format; advertorial if it is marked as one; otherwise prospecting and scaling
- **Product line**, from an ad's names, most specific first: the ad name, then the ad set name, then the campaign name. The first name that points to one product line decides. A name that points to two lines decides nothing, unless it names one line's product page. An ad that no name decides, in a campaign named for two lines, is counted as the shared campaign. Ads whose names point to no line are product line A. Retargeting and retention campaigns sell every product and are kept apart
- **Ripped content**: an ad whose ad or ad set name says rip, rips or ripped. **Number-only names**: an ad named with a number and nothing else, with or without "Copy"
- **New winner**: an ad created in the review window with ten or more purchases at or under the window's cost per purchase

Sources for sections 8 and 9

An order's costs, and the repeat-purchase rate in section 9, were worked out from these 42 pages, read on 19 October 2026. Product cost is the supplier's price at volume plus sea freight, import duty (18.27% of the supplier price, with entry fees) and nothing else; packing and pick fees are a fulfilment warehouse's published rates; postage is the USPS commercial price from a West Coast warehouse.

Publisher	Title and address	Used for
Made-in-China.com	[supplier listings: product line A], three pages withheld: the address names the product or the market	Supplier prices: product line A
Global Sources	PU foam insoles for sale https://www.globalsources.com/category/pu-foam-insoles-for-sale-price_38006/	Supplier prices: product line A and product line B
Alibaba.com Seller Blog	Custom vs Standard Size Insoles: What Southeast Asian B2B Buyers Need to Know https://seller.alibaba.com/blogs/2026/southeast-asia/shoes-accessories/custom-vs-standard-insoles-procurement-guide-alibaba-b2b	Supplier prices: product line A
Walmart.com	[a retail listing of a similar product] withheld: the address names the product or the market	Cross-check on supplier prices
Made-in-China.com	[supplier listings: product line B and product line C] withheld: the address names the product or the market	Supplier prices: product line B and product line C

Global Sources	[supplier listings: product line B] withheld: the address names the product or the market	Supplier prices: product line B
Made-in-China.com	[supplier listings: product line C] withheld: the address names the product or the market	Supplier prices: product line C
Alibaba.com	[supplier listings: product line C] withheld: the address names the product or the market	Supplier prices: product line C
Suaid Global	LCL Cost per CBM 2026: Full Breakdown & Savings https://suaidglobal.com/insights/lcl-cost-per-cbm/	Sea freight
Baltic Exchange via Hellenic Shipping News	Container Report - Week 40 https://www.hellenicshippingnews.com/?p=1150564	Sea freight
Drewry via Hellenic Shipping News	Drewry: World Container Index Up 1% Last Week https://www.hellenicshippingnews.com/?p=1148703	Sea freight
Epic Sourcing	[an article on sea freight] withheld: the address names the product or the market	Sea freight
Abunda	[a product listing, read for the packed size and weight] withheld: the address names the product or the market	Sea freight; postage
Kohl's	[a product listing, read for the packed size and weight] withheld: the address names the product or the market	Sea freight
Eightx	Average CPG air vs sea freight cost by vertical 2026 https://eightx.co/blog/average-cpg-air-vs-sea-freight-cost-by-vertical-2026	Sea freight
U.S. International Trade Commission	HTS search: 6406.90.30 https://hts.usitc.gov/reststop/search?keyword=6406.90.30	Import duty
U.S. CBP ruling via TariffLens	N349967 - The tariff classification of footwear inserts from China https://www.tarifflens.ai/rulings/N349967	Import duty
Wove Tariffs	HTS 6406.90.30.60 - Other https://tariffs.wove.com/us/tariff/6406.90.30.60	Import duty
GingerControl	Importing from China: Every Tariff, Duty, and Fee U.S. Importers Pay https://gingercontrol.com/blog/importing-from-china-tariff-guide	Import duty; entry fees
Thomson Reuters ONESOURCE	U.S. imposes Section 301 forced-labor tariffs on imports from 60 economies https://www.thomsonreuters.com/en-us/help/onesource-global-trade/regulatory-insights/2026/july-24th/us-imposes-section-301-forced-labor-tariffs-60.html	Import duty
C.H. Robinson	Section 301 Forced Labor Tariffs: What Just Changed for Global Shippers https://www.chrobinson.com/en-us/resources/blog/section-301-forced-labor-tariffs/	Import duty
Holland & Knight	And the (Tariff) Beat Goes On: New Section 301 Forced-Labor Tariffs Imposed on 60 Countries https://www.hklaw.com/en/insights/publications/2026/07/and-the-tariff-beat-goes-on	Import duty
Strix	The Section 122 Surcharge Ended July 24, 2026 https://www.strixsmart.com/section-122-surcharge	Import duty
Eightx	3PL all-in cost per order https://eightx.co/blog/3pl-all-in-cost-per-order	Packaging
Speed Commerce	Pick and pack fees https://www.speedcommerce.com/insights/pick-and-pack-fees/	Packaging; pick and pack
eFulfillment Service	2026 Shipping Rates (fulfillment fees) https://www.efulfillmentservice.com/?p=263979	Packaging; pick and pack
Fulfill.com	How Much Does a 3PL Cost in 2026? https://fulfill.com/3pl-pricing	Pick and pack
Eightx	Average ecommerce 3PL pick-pack cost by order size 2026 https://eightx.co/blog/average-ecommerce-3pl-pick-pack-cost-by-order-size-2026	Pick and pack
USPS	Price List Notice 123, Effective October 04, 2026 https://pe.usps.com/cpim/ftp/manuals/dmm300/notice123.pdf	Postage
Olimp Warehousing	New Jersey vs West Coast Fulfillment for 2-Day Shipping withheld: the address names the product or the market	Postage
Shopify	Shopify Pricing https://www.shopify.com/pricing	Card fees
PayPal	PayPal Merchant Fees (US) https://www.paypal.com/us/business/paypal-business-fees	Card fees
Shopify Help Center	Exploring PayPal payment integrations and fees https://help.shopify.com/en/manual/payments/paypal/supported-providers	Card fees
Retail Gazette	Apparel brands see a 23.2% retention rate - how does your industry compare? withheld: the address names the product or the market	Refunds and returns (the return rates by category it reports)
Eightx	Average footwear return rate benchmarks https://eightx.co/blog/average-footwear-return-rate-benchmarks	Refunds and returns
National Retail Federation with Happy Returns	Consumers Expected to Return Nearly $850 Billion in Merchandise in 2025 https://nrf.com/media-center/press-releases/consumers-expected-to-return-nearly-850-billion-in-merchandise-in-2025	Refunds and returns
Eightx	Average Ecommerce Return Rate 2026 https://eightx.co/blog/average-return-rate-by-product-category	Refunds and returns
Shopify	Average Customer Retention Rate by Industry (2026) withheld: the address names the product or the market	Repeat purchases

Shopify	How To Improve Ecommerce Customer Retention (2026) https://www.shopify.com/enterprise/blog/ecommerce-customer-retention	Repeat purchases
Eightx	Average ecommerce repeat purchase rate by vertical, 2026 https://eightx.co/blog/average-ecommerce-repeat-purchase-rate-by-vertical-2026	Repeat purchases

Rules and guidance referred to in section 13

All from the US Federal Trade Commission: the Trade Regulation Rule on the Use of Consumer Reviews and Testimonials (16 CFR Part 465, in force from 21 October 2024); the Health Products Compliance Guidance (December 2022); the Guides Against Deceptive Pricing (16 CFR Part 233); the Guides for the Advertising of Warranties and Guarantees (16 CFR Part 239); and the Guides Concerning the Use of Endorsements and Testimonials in Advertising (16 CFR Part 255).

Glossary

Term	What it means here
ROAS (return on ad spend)	The sales Meta credits to the ads divided by what the ads cost, as Ads Manager reports it. A ROAS of 1.71 means $1.71 of sales for every $1 of ads
ROAS on the extra spend	The extra sales a day divided by the extra spend a day, from one group of days to the next. A ROAS of 1.26 on the extra spend means each extra $1 brought back $1.26
Store ROAS	All of the store's sales divided by ad spend: the ROAS with every store order counted, not only the ones Meta credits to an ad
Purchase, cost per purchase	A Purchase event Meta credits to an ad under the ad set's attribution setting. Cost per purchase is spend divided by purchases
Attribution setting	How long after a click or a view Meta still credits a purchase to an ad: 7-day click and 1-day view on most of this account
Store orders	The orders the store's server reports to Meta, from every channel. Meta credits the ads with about 76% of them
What an order leaves	Order value minus product, packing, postage, card fees and refunds: what is left to pay for the ads
Break-even ROAS	The ROAS at which the ads cost exactly what the orders leave. As a store ROAS it is the order value divided by what an order leaves; in Ads Manager it is that times Meta's share of store orders, with every store order counted as won by the ads
CPM, link CTR	The cost of a thousand impressions, and the share of impressions that become a click to the site
Landing page view	A click where the page finished loading
Click ID, event ID, match quality	The click ID is Meta's identifier from an ad click, sent back with a purchase so Meta can match it. The event ID lets Meta merge the browser and the server copy of one order. Match quality is Meta's score out of ten for how well events can be matched
Pixel, Conversions API, server event	The two ways the store tells Meta what happened: a tag in the visitor's browser (the pixel) and messages from the store's server (the Conversions API). A server event is one of those messages
Engaged view	An attribution rule that also credits purchases after someone watched a video ad without clicking
Landed cost	What a pair costs once it reaches the warehouse: the supplier's price, freight and import duty
INP, LCP, CLS	Google's page speed measures. Interaction to next paint: how long a page takes to respond to a tap, good under 200 ms. Largest contentful paint: how long the main content takes to appear, good under 2.5 s. Cumulative layout shift: how much the page jumps while it loads, lower is better
Lab test, real-user data	PageSpeed Insights loads the page on a simulated phone or desktop (the lab; this audit takes the median of three runs), and separately reports what real Chrome users experienced over the last four weeks
Advertorial	An ad that leads to a page written like an article or a customer's story rather than a product page
Correction, split test	A correction goes to every visitor at once. A split test shows a change to half of visitors and compares the two halves
New winner, plan winner	A new winner is an ad created in the review window with enough purchases at or under the window's cost per purchase (rules above). A plan winner meets the stricter test in section 19
Prospecting, retargeting, retention	Ads to people who have not visited or engaged (cold audiences), to people who have but not bought (warm audiences), and to past buyers

Prepared by Serafinity. Primary data pulled from the client's ad account, pixel dataset and public pages. Published with the account owner's permission, with identifiers redacted. To commission an audit like this one, visit serafinity.com.