Meta Advertising Audit and 90-Day Scale Plan

Client	[redacted]
Ad account	[redacted]
Window	11 May 2026 to 10 November 2026, against the same months of 2025 and 2024
Spend in the window	$111,815
Prepared	11 November 2026

> Over the six months Meta credits the ads with a ROAS of 5.51, meaning $5.51 in sales for every $1 of ads. The store breaks even at a ROAS of 3.50. The account's ROAS has more than doubled from 2.47 a year earlier, after the traffic campaigns that took most of the money stopped in July. The sales campaigns now make 8.15, more than twice break-even. The plan raises the sales budget in checked steps from January, with a lift test to measure what the ads add.

About this sample

A real audit of an online designer streetwear retailer, published as a sample. Names, brands, places, product prices and ad wording are withheld or generalized. Findings about the store's own site and terms are described, not quoted. Account figures are exact as read on 11 November 2026, except the catalog's item count, which is rounded.

ALL

Summary

5.51	3.50	74%	71%
ROAS in the window, Meta's count	Break-even ROAS on Meta's count, the store's own figure	Share of spend on traffic campaigns, October 2023 to June 2026	Meta credits the ads with at least this share of the store's online orders

The audit in one paragraph

The account's ROAS has more than doubled, from 2.47 a year earlier to 5.51. The sales campaigns carry the budget at a ROAS of 8.15, against the store's break-even of 3.50. What remains is polish before the next phase of scale, in the first quarter of 2027. Keep past buyers out of prospecting, rewrite the largest catalog ad for new buyers, and fix the site's mixed terms. Meta credits the ads with at least 71% of online orders, so a lift test should confirm what they add.

The five key changes

1. **Raise the sales budget in steps.** Climb from $700 to $1,750 a day, and go back if the climb reads below break-even twice in a row. (Sections 19 and 20)
2. **Keep past buyers out of prospecting.** Exclude buyers with a current customer list from 1 December, and confirm the retargeting audiences' real sizes. (Section 9)
3. **Write the catalog ads for new buyers.** Rewrite the new-arrivals copy for people new to the store, put any sale ad on the sale set, and clear out the empty product sets. (Sections 10 and 12)
4. **Test what the ads add.** Run a lift test on the sales campaigns from 21 December, and judge the lead campaign on its subscribers' email revenue. (Sections 7 and 11)
5. **Make the site keep the ads' promises.** One wording for shipping, returns and duties, the pop-up fixed, the lead ad's promises settled and the structured-data price fixed. (Sections 13, 15 and 16)

Where this leaves the account

The next phase of scale runs in the first quarter of 2027. If every step goes ahead on its earliest date, sales-campaign spend reaches $102,800 over the 90 days. Along the within-month curve, that adds $21,367 of profit after ads on Meta's count. At the low end of the likely range it loses $11,699, which the weekly read is there to catch. The climb goes back if it reads below break-even twice in a row, and the lift test sets how far it goes.

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Review: read from the ad account and its data. Inspection: read from the store, its policies and its pages as a visitor sees them. Full Audit: the plan built on both.

REVIEW

1 Scope and method

What was examined

Ad account	The store's main ad account, read only
Window	11 May 2026 to 10 November 2026, 184 days, against the same six months of 2025 and 2024
History	From October 2023, as far back as Meta keeps, including campaigns since archived
Structure	16 campaigns, 25 ad sets and 63 ads with spend in the window; 114 custom audiences and lookalikes on the account
Measurement	The pixel and Conversions API: events, match quality, and server against browser purchases in Events Manager
Catalog	Items, product sets, Meta's health checks, and the match between events and catalog items
Store	The product, collection, cart and policy pages as a visitor sees them, with nothing entered
Competitors	12 Ad Library searches in the United States: 600 active ads from 228 advertisers
Costs	The store's break-even, and researched product, payment, packing and returns costs per order

Break-even is the store's own figure, a ROAS of 3.50. Researched costs (wholesale pricing, payment rates and fulfilment rates) show how much of it product, card fees, packing and returns explain; section 8 shows each one.

How figures are stated

Meta's count	The purchases and sales Meta credits to the ads under each ad set's attribution setting, not the store's own orders
CPM	What a thousand impressions cost
Link CTR	Link clicks divided by impressions
Sales, traffic and lead campaigns	Campaigns whose objective is sales, traffic (link clicks or page views) or leads (a form inside Meta)
Prospecting and retargeting	Ads aimed at people who have not visited the store, and ads aimed at people who have
Attribution setting	The rule for which sales Meta counts for an ad: a purchase within a set number of days of a click, of a view, or of an engaged video view
Pixel and Conversions API	Two routes for the store to tell Meta what visitors do: code in the browser, and a server-to-server feed that doesn't depend on the browser

Money is in US dollars. Account figures are Meta's, exact as read on 11 November 2026, and rounded only when printed. Meta dates a purchase by the day of the ad impression it credits, not the day of the order.

What to bear in mind

- Meta credits the ads with at least 71% of the online orders the store reports to it (section 7). Every ROAS here is on Meta's count, and section 8 gives break-even on both counts.
- The store also sells in person. Nothing in the account measures those sales, so this audit doesn't count them.
- The site and Ad Library readings were taken on 11 November 2026, from outside the United States, and reflect that day.

REVIEW

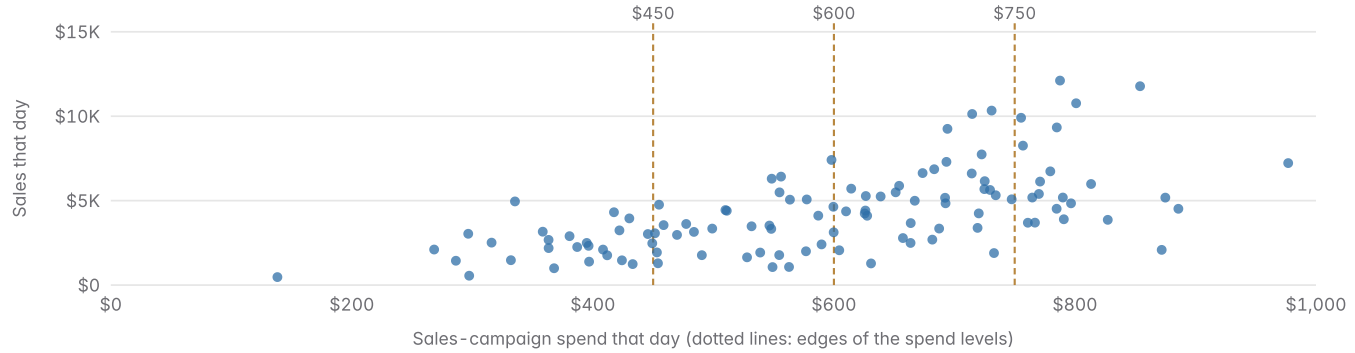
2 Primary finding: the extra dollar still pays

The traffic campaigns stopped in July and the sales campaigns took the budget. In the 114 days since 20 July, they made a ROAS of 7.25. Comparing days within the same month, the fitted curve puts the next dollar at 6.26, about 1.8 times the break-even of 3.50 on Meta's count. The likely range is 3.0 to 9.5, so its low end sits below break-even. Across months the readings run higher, because the higher-spend days were autumn days with bigger orders.

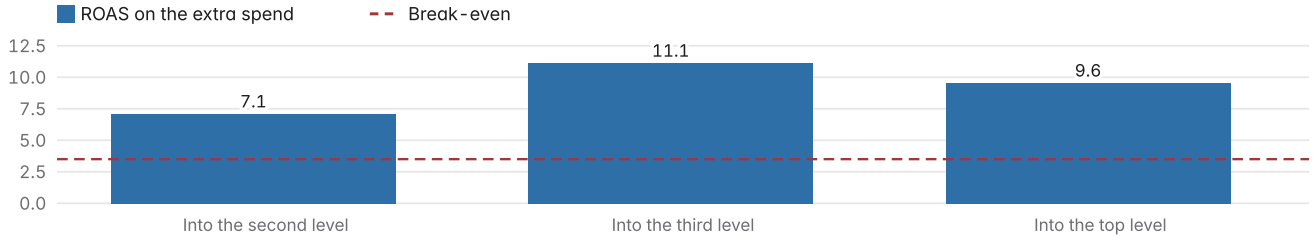
DAILY SPEND	DAYS	SPEND A DAY	SALES A DAY	ROAS	ORDER VALUE	COST PER LINK CLICK	CREDITED PURCHASES PER LINK CLICK	ROAS ON THE EXTRA SPEND
Under $450	26	$366	$2,327	6.36	$214	$0.21	0.61%	-
$450-$600	31	$530	$3,489	6.59	$260	$0.22	0.56%	7.1
$600-$750	35	$679	$5,152	7.58	$346	$0.26	0.58%	11.1
$750+	22	$808	$6,377	7.90	$374	$0.27	0.58%	9.6

Sales campaigns only, 20 July to 10 November, grouped into 4 spend levels; Meta's count. ROAS on the extra spend: the change in sales a day over the change in spend a day from the level below.

Sales campaigns: spend and Meta-credited sales, each day from 20 July



ROAS on the extra spend between neighbouring spend levels, against break-even on Meta's count



Why it paid, and how firm it is

- **Bigger orders.** Purchases averaged $214 on the lowest-spend days and $374 on the highest, as autumn orders grew. All of the rise in ROAS with spend came from order value, which is seasonal; at the same order value, higher-spend days earned less.
- **Clicks cost more; purchases kept pace.** Higher-spend days paid more per link click ($0.21 at the lowest level, $0.27 at the highest). Credited purchases per link click stayed between 0.56% and 0.61% at every level.
- **The season-controlled reading.** Comparing days within the same month removes most of the seasonal swing between months. Sales then rise more slowly than spend (an elasticity of 0.86, where one means sales rise in step with spend). So the next dollar earns 6.26 on the fitted curve at an average day, 1.8 times break-even. Across months the fit gives 1.30, faster than spend, which is mostly season.
- **Meta's count.** It credits the ads with at least 71% of the store's online orders, and prospecting reaches past buyers (section 9). Part of what the extra dollar earned may be orders that would have come anyway.
- **The range.** The within-month fit explains 12% of the variation within months, and its elasticity could lie anywhere from 0.42 to 1.31. So the next dollar earns 3.0 to 9.5, or 0.9 to 2.7 times break-even. Both readings describe the days observed, up to $977 a day, not what happens beyond.

The plan therefore climbs in steps from today's $699 a day, each held at least a week, and goes back if the climb reads below break-even. A lift test from 21 December measures what the ads add on their own (sections 19 and 20).

REVIEW AND FULL AUDIT

3 Diagnostic summary

SEVERITY	FINDING	SECTION
HIGH	From October 2023 to June 2026, 74% of the spend went to traffic campaigns that Meta credits with a ROAS of 0.91. They stopped in July; keep them off.	5, 11
HIGH	Since then, the next dollar on the sales campaigns likely earns about 1.8 times break-even once the season is taken out (likely range 0.9 to 2.7). The budget can climb in steps, with a lift test to measure what it adds.	2
HIGH	Prospecting reaches past buyers: none of the 12 prospecting ad sets excludes them, and the 4 named for retargeting take 70% of sales spend.	9
HIGH	Meta credits the ads with at least 71% of the store's online orders, and nothing has tested what they add.	7
MEDIUM	The largest ad, 48% of sales spend, says nothing about who the store is or why to buy there. No ad gives the store's own reasons, and almost no rival headline does.	10, 16, 18
MEDIUM	The lead campaign has spent $105,581; Meta ranks its ad's quality below average, and no one has compared its subscribers' email revenue with that cost.	9, 11, 13
MEDIUM	The site states shipping time, return credit and duties more than one way, and the lead ad promises perks the site doesn't show.	8, 13, 16
MEDIUM	Seen from outside the United States, the email pop-up got in the way of buying on product pages.	13
MEDIUM	Retargeting and exclusion audiences are reported at a size of 20.	9
MEDIUM	Until late September, the sale ad showed the whole catalog, not the sale set; 71 product sets are empty.	12
MEDIUM	The product page's structured data carries a pricing error.	15
LOW	Real desktop visitors fail Google's layout-shift mark, and the lab test is slow on a mid-range phone; real phone visitors pass.	15
LOW	50% of catalog items are out of stock, 71 have fewer than 2 images, add-to-cart IDs match the catalog 88% of the time, and 342 events carry IDs Meta can't match.	12
LOW	The cart shows neither the shipping cost nor the return terms, and add to cart sits just below the first screen on a short laptop window.	14, 17
LOW	Link CTR on the sales campaigns fell from 7.97% to 5.33% in a year, while credited purchases per link click rose.	6
LOW	Landing page views per link click fell from 94% to 57% over 2 years while adds to cart held; page views look under-counted.	6
LOW	The median new ad spent $379, less than the plan needs to judge one. The sale ad had fallen below break-even before it stopped.	10
LOW	In-store sales never reach Meta. 5 lookalikes used by the stopped traffic ad sets are inactive, and the lead campaign targets lookalikes built in 2021 to 2023.	7, 9
GOOD	Purchases reach Meta with a match quality of 9.3 out of 10, and with the click ID more often than page views do.	7

The five key changes

CHANGE	DONE WHEN	BASELINE	HOW THE RESULT IS READ
1. Raise the sales budget in steps (sections 19 and 20)	Each step held at least a week and read against its base each Monday	$699 a day at a ROAS of 8.14, last 28 days	The climb's ROAS on the extra spend against break-even, 3.50, allowing for the held-flat campaign; from the lift read, times the share the ads add
2. Keep past buyers out of prospecting (section 9)	Every prospecting ad set excludes the customer list from 1 December; audience sizes checked in Ads Manager	None of the 12 prospecting ad sets excludes past buyers	Share of new customers in Ads Manager's audience segments
3. Write the catalog ads for new buyers (sections 10 and 12)	New copy live from 1 December; the peak's sale ad on the sale set; empty product sets deleted in week 1	The largest ad, 48% of sales spend, at a ROAS of 8.71	Old and new copy in a Meta A/B test inside the new-arrivals campaign for 2 weeks from 1 December, the copy the only difference
4. Test what the ads add (sections 7 and 11)	Lift test first read on 18 January and final read on 25 January; lead revenue per subscriber read in week 2	Meta credits at least 71% of online orders; the lead campaign makes 0.63	ROAS on the sales the ads add, against break-even (3.50), with its range; revenue per subscriber against $1.06
5. Make the site keep the ads' promises (sections 13, 15 and 16)	Every page quotes the policy; the lead ad matches the site; the pop-up fixed; the product page passes the Rich Results Test	3 terms stated more than one way; the pop-up in the way of buying; the structured-data price wrong	Adds to cart per link click, from 9.1%, checkouts started per add to cart, from 50%, and the Rich Results Test

REVIEW

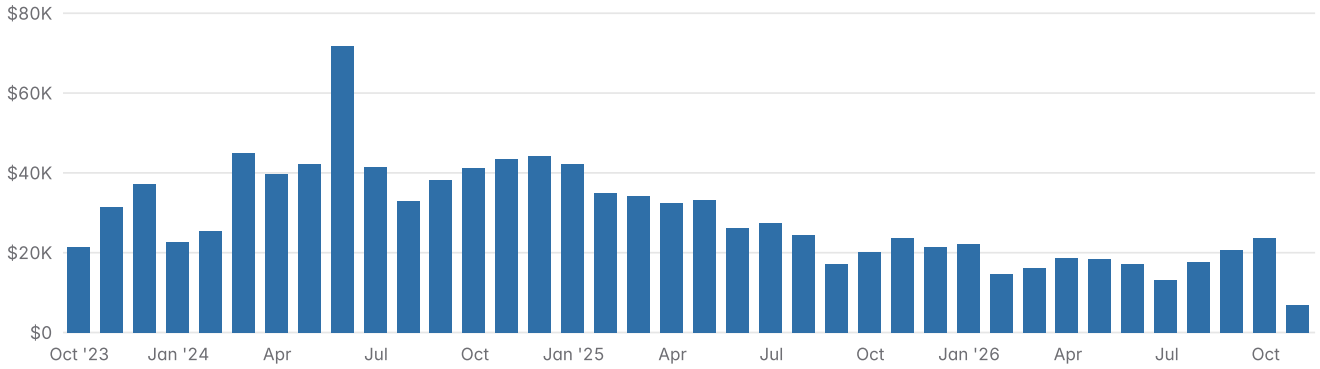
4 Account health

Over the six months the account spent $111,815 and Meta credited it with $616,084 in sales, a ROAS of 5.51. In the same six months a year earlier it spent $146,839 at a ROAS of 2.47.

SIX MONTHS, 11 MAY TO 10 NOVEMBER	2024	2025	2026
Ad spend	$268,578	$146,839	$111,815
CPM	$4.93	$6.63	$8.87
Link CTR	4.92%	7.62%	6.20%
Cost per link click	$0.10	$0.09	$0.14
Credited purchases per link click	0.10%	0.08%	0.27%
Order value	$198	$265	$287
Cost per purchase	$102.63	$107.03	$52.15
ROAS	1.93	2.47	5.51
Share of spend on traffic campaigns	75%	64%	23%

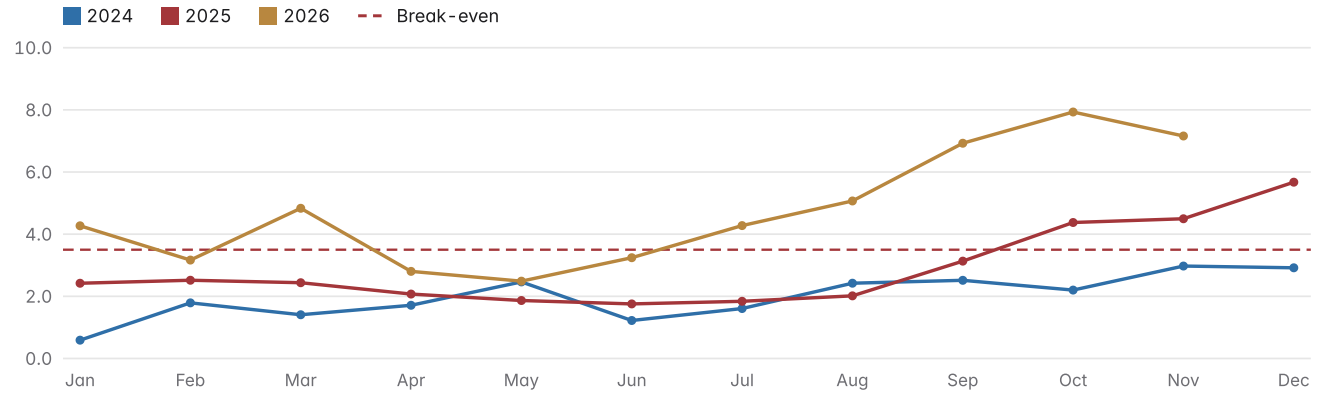
Whole account, all campaign types.

Ad spend by month, October 2023 to November 2026

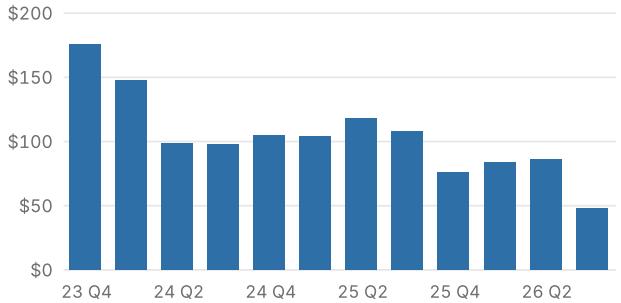


The first bar covers 12 October to 31 October; the last, 1 November to 10 November.

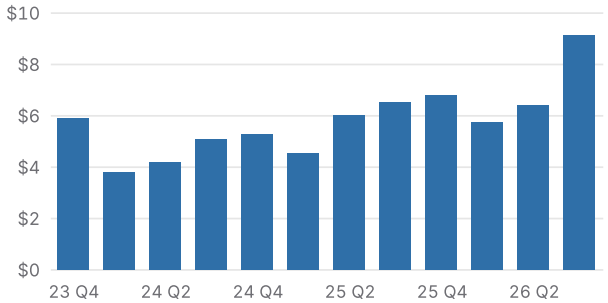
ROAS by month, the same months in each year



Cost per purchase by quarter, to September 2026



CPM by quarter, to September 2026



REVIEW

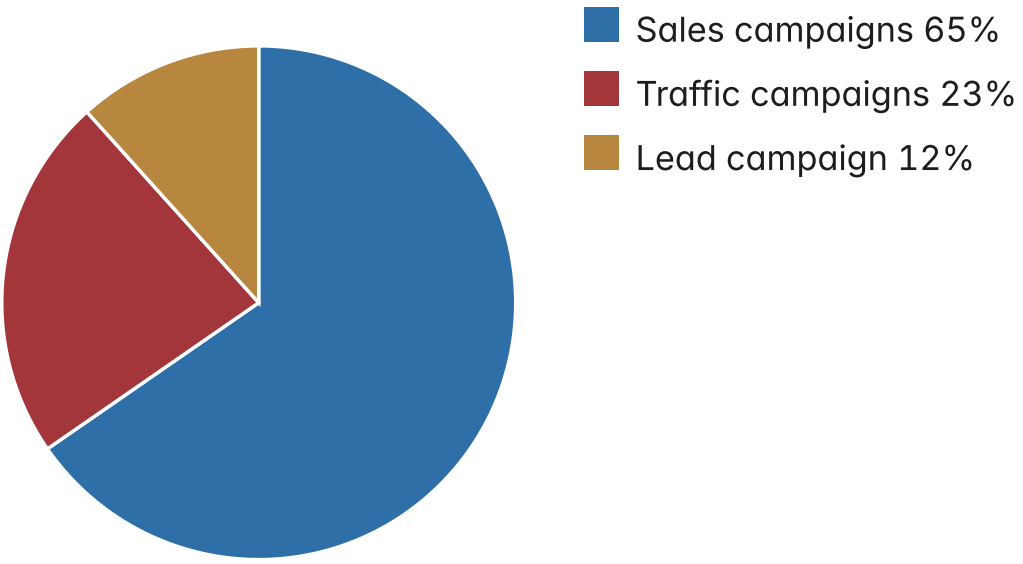
5 Where the spend went

Sales campaigns took 65% of the window's spend, at a ROAS of 8.15. The other 35%, $38,724, went to traffic and lead campaigns that Meta credits with 0.46 and 0.63.

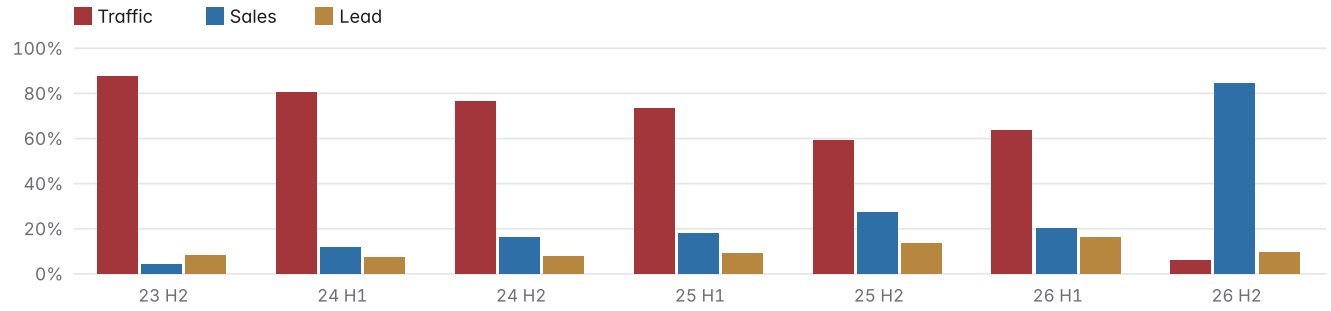
CAMPAIGN	TYPE	SPEND	SHARE	ROAS
New-arrivals catalog, prospecting	Sales	$47,217	42.2%	8.30
Sale, then brand catalog, prospecting	Sales	$22,772	20.4%	6.93
Lead form	Lead	$13,039	11.7%	0.63
Traffic campaign A	Traffic	$3,407	3.0%	0.05
Traffic campaign B	Traffic	$3,357	3.0%	0.25
Traffic campaign C	Traffic	$2,872	2.6%	0.46
Traffic campaign D	Traffic	$2,812	2.5%	0.03
Traffic campaign E	Traffic	$2,573	2.3%	0.71

16 campaigns spent in the window; the 8 largest are shown. Traffic and lead campaigns show few purchases because they look for clicks or form fills, not sales.

Spend by campaign type, the window



Share of spend by campaign type, each half-year



The first half-year starts on 12 October and the last ends on 10 November.

For almost three years the traffic campaigns took most of the money: 74% of the spend from October 2023 to June 2026, $758,847 in all, at a ROAS of 0.91 on Meta's count. Over the same months the sales campaigns made 9.94 on 16% of the money. Section 11 covers what the traffic may have done that Meta can't see.

Markets: the window's ads ran in the United States only.

REVIEW

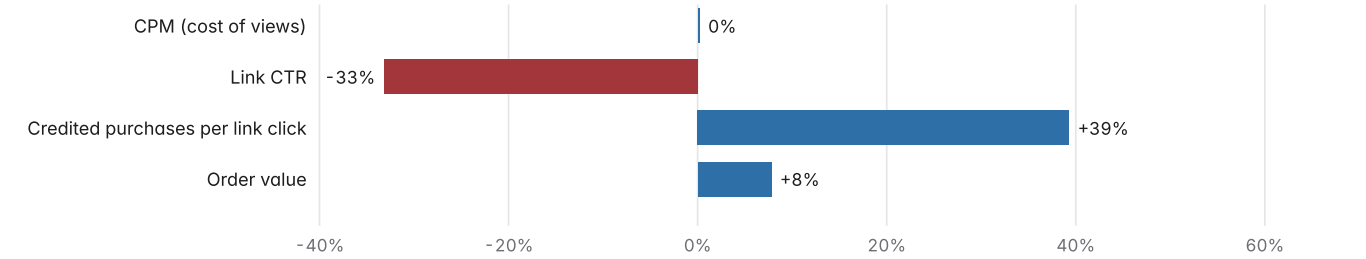
6 Funnel

The sales campaigns made a ROAS of 8.15 in the window, level with 8.11 a year earlier. Underneath, fewer impressions led to a click, more purchases were credited per click, and orders were bigger.

SALES CAMPAIGNS, 11 MAY TO 10 NOVEMBER	2024	2025	2026	2026 VS 2025
Ad spend	$49,799	$35,022	$73,091	+109%
CPM	$8.95	$12.57	$12.54	0%
Link CTR	4.51%	7.97%	5.33%	-33%
Landing page views per link click	93.9%	81.4%	56.8%	-30%
Adds to cart per link click	9.8%	8.8%	9.1%	+3%
Checkouts started per add to cart	47.4%	45.3%	50.0%	+10%
Credited purchases per link click	0.75%	0.48%	0.66%	+39%
Order value	$193	$269	$290	+8%
Cost per purchase	$26.57	$33.16	$35.57	+7%
ROAS	**7.27**	**8.11**	**8.15**	**+1%**

Sales campaigns are every campaign whose objective is sales, archived ones included. Credited purchases include those Meta credits to a view without a click (28% in 2026, 20% in 2025), so per click they run high.

Effect of each stage on ROAS, sales campaigns, 2026 against 2025 (same six months)



ROAS equals link CTR x credited purchases per link click x order value, divided by the cost of one impression (CPM over a thousand). Each bar shows how much ROAS would have moved if only that stage had changed.

What moved

Link CTR fell from 7.97% to 5.33%, and on its own that would have cut ROAS by a third. Credited purchases per link click rose from 0.48% to 0.66%, which made up most of it, partly because more purchases were credited to views. Bigger orders did the rest.

Landing page views per link click fell from 81% to 57%, after 94% in 2024, while adds to cart per link click held. One likely cause is page views going uncounted: Meta counts one only once the page loads and the pixel fires, and the product page runs heavy script on slower phones (section 15).

REVIEW

7 Measurement

Purchases reach Meta with good customer details, so Meta can match almost every purchase to a person. The open question is how many of the sales Meta credits to the ads would have happened without them.

15 OCTOBER TO 10 NOVEMBER	PURCHASES	WHAT IT IS
Sent by the server (Conversions API)	651	The store reporting each online order to Meta directly; the closest count to real online orders
Seen by the browser pixel	574	88% of the server count; ad blockers, phone privacy settings and checkout pages the pixel doesn't reach hide the rest
Credited by Meta to the ads	465	Under each ad set's attribution setting

Credited share: 465 over 651, 71%. Server and browser counts are Events Manager's event stats over the 27 days, dated by arrival; credited purchases are dated by the ad impression. Server purchases include orders from outside the United States, where no ad runs, and the latest days' credit can still grow, so the share is a floor.

A high credited share

Meta credits the ads with at least 71% of the store's online orders. That is a high share for a store that also has an email list, search traffic and regular buyers. 2 settings push it up. Every prospecting ad set lets Meta reach past buyers (section 9), and 28% of credited purchases came within a day of a view, not a click.

SALES CAMPAIGNS, THE WINDOW	PURCHASES	SHARE
Within 7 days of a click	1,480	72%
Within a day of a view, no click	575	28%
Meta's count (the ad sets' default)	**2,055**	

Meta also reports 112 purchases within a day of an engaged video view. Its count above equals the click and view purchases exactly, so they are not added on top.

A view-through sale, one that follows an ad view with no click, often goes to someone who would have bought anyway. The lift test in the plan holds a share of people back from the ads and measures what the ads add on their own (section 19).

Match quality and the click ID

EVENT	MATCH QUALITY, OUT OF 10	CLICK ID ON THE EVENT	EMAIL ON THE EVENT
Purchase	9.3	49%	100%
Payment info added	7.8	42%	88%
Checkout started	6.3	30%	43%
Add to cart	6.9	38%	37%
Product viewed	6.5	44%	21%
Page view	6.6	34%	22%

Purchases score 9.3 and carry the click ID more often than page views do. Check these scores again after any theme or app change.

Datasets nobody uses

The account holds 4 datasets. Only one receives events today. The 2 that never received one were both set up for in-store sales, and the last is an old pixel marked not to be used that stopped in 2021. In-store sales never reach Meta, so nobody can say how much of the in-person trade the ads drive. Connect the point-of-sale system to one offline dataset to answer that, and remove the other 2 from the ad account, or rename them.

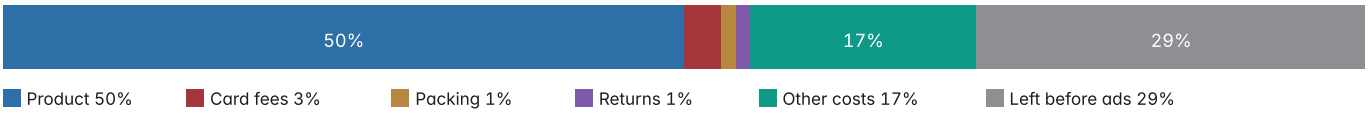
REVIEW

8 Unit economics

The store puts its break-even at a ROAS of 3.50 on Meta's count. So an average order of $287.35 leaves $82.10 to pay for the ads that won it, a margin share of 28.6%. The sales campaigns' 8.15 clears it with room to spare.

Researched costs, for comparison. Product cost: half the selling price, the keystone ratio of wholesale to retail. Full-price designer pieces usually cost a little less, and final-sale markdowns cost more. Payment: the published online card rate, 2.6% plus $0.30. Packing: $3.20 an order, a warehouse pick-and-pack rate standing in for staff time and materials. Shipping: customers pay it at checkout, so it passes through (but see the shipping perk below). Returns: 1% of order value stands in for the return rate. Together they come to $157.52, which alone would put break-even at 2.21. The store's figure carries $47.73 more: costs the research doesn't see, such as staff, shipping the store pays or a higher product cost.

Where the average order's money goes, on the store's break-even



From an order to break-even, in three steps

1. **The average order.** $287.35 costs $205.25 before ads and leaves $82.10, a margin share of 28.6%.
2. **Break-even on Meta's count.** The store's figure, a ROAS of 3.50, or a cost per purchase of $82.10.
3. **Break-even on the store's count.** If every online order counted as won by the ads, break-even in Ads Manager would be at least 2.50 (3.50 x the credited share of at least 71%). The credited share is already high, so this audit reads every result on Meta's count.

What the window earned. On Meta's count, the window's $616,084 of credited sales left $64,209 after $111,815 of ads, on the store's break-even. The sales campaigns alone left $97,201; the traffic and lead campaigns took the difference.

A shipping perk. The lead ad promises a shipping perk (section 13). If checkout honours it, the store pays the shipping. At $10 on each order, break-even rises to 3.99. Check 2 in section 17 settles this in week 1.

REVIEW

9 Audiences and retargeting

Almost all the sales money goes to broad prospecting, where Meta picks the audience. None of those ad sets keeps past buyers out, and the audiences built to retarget and to exclude buyers are reported at a size of 20.

TARGETING TYPE	AD SETS	SHARE OF SPEND	ROAS	PURCHASES
Broad, Advantage+ audience (sales)	12	64.6%	8.21	2,043
Interests and lookalikes (traffic)	10	23.0%	0.46	54
Lookalikes (lead form)	1	11.7%	0.63	35
Website visitors (retargeting)	2	0.7%	3.00	12

From each ad set's targeting. The website-visitors row rests on few ad sets and few purchases.

Past buyers in prospecting

None of the 12 prospecting sales ad sets excludes past buyers, and Advantage+ audience is free to find them. Four of them are named for retargeting but sit in prospecting campaigns with broad targeting. Together they took 70% of the sales spend at a ROAS of 8.66. The largest, in the new-arrivals catalog campaign, took 48%. Their results mix new and past buyers, and nothing in the account shows the split.

Exclude the store's buyers from prospecting, using a current customer list, and read the share of new customers in Ads Manager's audience segments (Meta's split of results into new, engaged and existing customers). Rename the ad sets so their reports say what they do.

Custom audiences and lookalikes

The account holds 114 custom audiences, 78 of them lookalikes. Ad sets that spent in the window used 19.

- **Sized at 20.** Meta reports all 3 website audiences in use at that size: visitors, add-to-carts and buyers from the last 30 days, built for the retargeting campaign, which has since stopped. The browser pixel alone recorded 736,500 page views in 27 days, and the rules point at that pixel and the right events. The size is more likely a reporting fault than an empty audience, but any buyer exclusion built on them depends on it. Check the sizes in Ads Manager in week 1.
- **Inactive.** 5 lookalikes used by the stopped traffic ad sets show Meta's own status "inactive".
- **Old sources.** The lead campaign targets 9 lookalikes built in 2021 to 2023, some from an email list.

Overlap between ad sets

An approximation from the targeting settings; Meta's audience overlap tool was not available. In every one of the 27 weeks, 2 or more broad prospecting sales ad sets spent at the same time, all optimizing for purchases in the United States. They compete for the same people. That is normal for broad targeting; move budget between them in small steps.

REVIEW

10 Creative

Catalog ads carry the sales campaigns. The largest, which took 48% of the sales spend, says nothing about who the store is or why to buy there. No ad gives the store's own reasons to buy.

THE LARGEST SALES ADS	FORMAT	SPEND	SHARE	ROAS
New-arrivals catalog ad	Catalog	$35,191	48.1%	8.71
Sale catalog ad	Catalog	$14,039	19.2%	6.86
Brand video A	Video	$5,420	7.4%	9.22
Brand catalog ad A	Catalog	$4,563	6.2%	8.63
Brand video B	Video	$2,619	3.6%	6.58
Brand catalog ad B	Catalog	$1,557	2.1%	6.46
Older catalog ad	Catalog	$1,426	2.0%	19.23
Brand catalog ad C	Catalog	$1,111	1.5%	4.61

Share of the sales campaigns' spend in the window. The sale ad and the older catalog ad have stopped.

Formats

FORMAT, SALES CAMPAIGNS	SHARE OF SPEND	ROAS
Catalog	81.9%	8.46
Video	11.0%	8.36
Creative no longer readable	3.9%	3.50
Single image	3.3%	5.29

Copy for past buyers, shown to new ones

The new-arrivals catalog ad runs in a prospecting campaign to broad audiences. Its copy [announces the lineup the reader has been waiting for] and [tells the reader they know how the store works], which speaks to people who already follow the store. Until late September, the sale ad did the same, more plainly. It took 19% of the sales spend with copy that [tells the reader they have shopped here before], and it showed all products, not the sale set (section 12). The brand catalog ads in the same campaign name a brand the reader may be looking for.

No ad gives the store's own reasons to buy, though the product page makes an authenticity promise (section 14).

Testing and wear

43 ads launched in the window spent money, and they took 75% of the spend. The median new ad spent $379, less than the $600 the plan uses to judge one; 6 spent under $50.

The 4 largest sales ads stayed above break-even in 93% of their weeks with spend, though the sale ad had fallen below break-even before it stopped.

Keep, fix, fund, retire

- **Keep:** the new-arrivals catalog ad, with its copy rewritten for people new to the store, and the brand catalog ads.
- **Fix:** if a sale ad returns for Black Friday, put it on the sale set with copy for people new to the store.
- **Fund:** new statics and short videos that lead with the store's own reasons to buy and the brands people search for (section 22).
- **Retire:** new ads under break-even after $600 of spend.

REVIEW

11 Traffic and lead campaigns

From October 2023 to June 2026 the account spent $758,847 on traffic campaigns: 74% of everything. Meta credits them with a ROAS of 0.91, under half the break-even of 3.50. They stopped in July. The lead campaign still runs.

THE WINDOW	TRAFFIC CAMPAIGNS	LEAD CAMPAIGN
Spend	$25,685	$13,039
Optimized for	Landing page views	Form fills
Results	233,057 landing page views	43,082 leads
Cost per result	$0.11	$0.30
Purchases Meta credits	54	35
ROAS, Meta's count	0.46	0.63

What the traffic bought

A traffic campaign tells Meta to find the cheapest clicks or page views, and it did: $0.11 a landing page view. On Meta's count those visits rarely bought. What they did in store, or weeks later through email, nobody measured.

The July switch gives a rough test. When the traffic stopped, its money moved to the sales campaigns and total spend barely changed. Meta-credited sales a day then rose by 143%; in the same weeks of the 2 years before, with the traffic running and spend falling, they moved by +16% and -5%. So Meta-credited sales didn't fall when the traffic stopped. But the sales campaigns' budget rose several times over the same week, so this can't rule out that the traffic fed later sales, and Meta's count can't see sales in store or by email. The store's own orders by channel for June to September would show more (week 1); a holdout test would settle it.

WHOLE ACCOUNT, A DAY	SPEND, 11 MAY TO 12 JULY	SPEND, 20 JULY TO 10 NOVEMBER	SALES, BEFORE	SALES, AFTER	CHANGE IN SALES
2024	$1,918	$1,228	$2,918	$2,785	-5%
2025	$954	$706	$1,804	$2,083	+16%
2026, traffic stopped	$585	$645	$1,776	$4,322	+143%

Meta's count. The two periods are the same calendar days each year; the week between them is left out.

Keep the traffic campaigns off. If the store wants to test them again, run one with a geographic holdout: matched regions without the ads, read on total store orders after 4 weeks.

The lead campaign

Since it started, the lead campaign has spent $105,581 and collected 302,666 leads. In the window it bought each lead for $0.30, and Meta credits 0.8 purchases per thousand leads. Its value would show in email revenue, which Meta can't see. Each lead pays back once it brings $1.06 of sales, or $1.44 if those sales carry the sign-up discount.

- **Measure it.** In the email platform, compare 90-day revenue per subscriber from the lead form with the site pop-up's, and against the $1.06 a lead must bring.
- **Check the promise.** The ad makes a sign-up offer with promises the site doesn't show (section 13).
- **Refresh the targeting.** Its lookalikes date from 2021 to 2023, and Meta ranks the ad's quality below average.

REVIEW

12 Catalog and product feed

The catalog feeds the ads well: purchases match catalog items 98.7% of the time. Half its items are out of stock, and the product sets have grown untidy.

CATALOG CHECK	VALUE	WHAT IT MEANS
Items	8K	Each size of each product
Out of stock for catalog ads	50%	They can't appear in catalog ads
Purchase IDs matched to the catalog	98.7%	Good
Add-to-cart IDs matched	88.5%	Some adds to cart send an ID the catalog doesn't hold
Invalid content IDs	342	Events Meta can't tie to an item
Items with fewer than 2 images	71	Placements that use extra images lose them
Product sets	255	71 of them hold no products

Meta's diagnostics, product sets and the catalog's event sources, read on 11 November; match rates cover 13 October to 9 November.

The sale ad showed everything

Until it stopped in late September, the sale ad's product set was all products, not the sale set. A buyer drawn by a sale message could land on a full-price piece. Black Friday will bring a sale ad back: use the sale set, and check the set before the ad goes live.

Out of stock

On the site's own catalog, almost every sold-out size belongs to a product with another size still in stock. The ads skip those sizes, so this mainly narrows what each product set can show. Keep the feed syncing hourly, and leave out of the prospecting sets products with only one size left, except one-size items such as hats and accessories.

What to change

- Send the same product ID in add-to-cart events as in purchases.
- Give every item at least 2 images.
- Delete the empty product sets and name the rest by what they hold, so the next sale ad can't pick the wrong one.

INSPECTION

13 Email sign-up and the lead offer

The store collects email addresses in 3 places: the lead ad's form, a pop-up on the site and a sign-up in the footer. Seen from outside the United States, the pop-up opened at the wrong moment, and the lead ad promises more than the site shows.

WHERE	WHAT IT OFFERS	WHAT WE SAW
Lead ad form	A sign-up offer with promises the site doesn't show	43,082 leads in the window at $0.30 each
Site pop-up	A discount on the first order for an email address	Opened over the product page (below)
Footer	New arrivals and offers by email	No incentive stated

The pop-up gets in the way of buying

On product pages, the email pop-up's timing and close button made buying harder on a short laptop window. A buyer sent by a catalog ad has already chosen a product, and the pop-up asks for an email address at the moment they try to buy. Check 1 in section 17 confirms whether United States visitors see the same.

- Don't open the pop-up on product pages for visitors arriving from an ad.
- Show it on exit or after a set time on collection pages instead, and never to people already on the list.
- Make it easy to close at every window size.

Promises the site doesn't show

The lead ad's offer includes two perks, and we found neither on the site's shipping page, cart or menu. If checkout does apply both, the site should say so where buyers look. If it doesn't, the ad should stop promising them.

Read on 11 November 2026 as a visitor, without signing up or ordering. Section 17 lists the checkout checks for the store to run itself.

What the list is worth

The lead campaign's case rests on what its subscribers buy by email (section 11). In the email platform, compare 90-day revenue per subscriber from the lead form with the site pop-up's, and against the $1.06 a lead must bring.

INSPECTION

14 Where the ads land

Catalog ads send each click to the product it showed. The product page does most things a buyer wants to see before paying, including an authenticity promise that no ad makes.

ON THE PRODUCT PAGE	SEEN
Price, sizes and stock by size	Near the top, with a low-stock note on the chosen size
Add to cart	Just below the first screen on a short laptop window
Authenticity	An authenticity promise next to the price
Pickup	Free pickup in store
Pay later	Shown
Final sale	Marked on sale items, next to the price
Matching pieces	A block of pieces from other brands that go with the item
Shipping and returns text	An older block that contradicts the store's policy pages (section 16)

What to change

- **Bring the authenticity promise into the ads.** The product page states it and no ad does (section 10); people new to the store need it before they click.
- **Replace the old shipping and returns block** with the policy pages' wording, so the product page and the policies say the same thing.
- **Send sale ads to sale pages.** The sale ad's products should be sale items, so the final-sale label matches the ad's promise (section 12).

Paid traffic on phones

We read the product page in a laptop browser window, and section 15 gives Google's phone test. Checking the product page on a phone, from an Instagram ad, is the first item on the store's own checklist in section 17.

INSPECTION

15 Site speed and structured data

Real Chrome visitors on phones load the store quickly; on desktop the layout shifts too much. In Google's lab test on a mid-range phone, the product page is heavy and slow. Its code also carries a pricing error that search engines read.

PRODUCT PAGE	RESULT
Real Chrome visitors, phones	Passes Google's Core Web Vitals
Real Chrome visitors, desktop	Fails Google's Core Web Vitals, on layout shift
Lab test, mid-range phone	A poor performance score; the main content appears after more than 10 seconds; the layout jumps as it loads
Lab test, desktop	Needs improvement

Google PageSpeed Insights, one run of each test on 11 November 2026. Real-visitor figures come from Chrome users only (the Chrome UX Report), for the whole site over its latest 4 weeks. The lab test emulates a mid-range phone on a slow mobile connection.

What the two tests mean

Chrome visitors on phones pass Google's marks. Visits from inside the Instagram and Facebook apps aren't in those figures, so the slow lab result may reach more ad visits than the Chrome figures suggest. The page runs a lot of script before it settles, which delays the moment the pixel fires; that may explain part of the drop in landing page views per click (section 6). On desktop, the layout shift fails Google's mark for real visitors.

- Remove apps and scripts the page no longer uses; the lab test flags heavy unused script.
- Give images fixed sizes so the layout doesn't jump, which is what fails on desktop.
- Load the pop-up, reviews and recommendation blocks after the main content.

The price search engines read

The product page's structured data, the code Google reads for prices in search and Shopping, carries a pricing error. Google can show the wrong price or drop the product's rich result (the price and stock shown under a search result) when the stated price doesn't match the page. Fix the theme's template, then test a product page in Google's Rich Results Test.

INSPECTION

16 The offer and the terms

The store has a strong offer: an authenticity promise, orders packed and shipped by the store itself, and free pickup. Its pages state 3 of its terms in more than one way, and the ads use almost none of the offer.

Shipping time, return credit and international duties are each stated differently on different pages: the product page, the policy pages and the shipping page. The lead ad also promises perks the site doesn't show.

Pages read on 11 November 2026. The ads run in the United States only, so the duties conflict affects buyers who find the store some other way.

What it costs

A buyer who reads one promise and gets another asks for a refund or doesn't come back. The return-credit conflict costs most, because the two wordings promise the buyer different amounts back. Pick one wording for each term, put it in the policy, and have the product page, the cart and the ads quote it.

What the ads leave out

PART OF THE OFFER	ON THE SITE	IN THE ADS
An authenticity promise	Product page	No
Packed and shipped by the store itself	Shipping pages	No
Free pickup	Product page	No
Pay later	Product page	No
New arrivals and brand drops	Menu and collections	Yes, in the catalog copy

The creative concepts in section 22 put these into the ads, starting with the authenticity promise.

INSPECTION

17 Cart and checkout

The cart is short and clear. Seen from outside the United States, it didn't repeat the 2 things a hesitant buyer looks for: what shipping will cost and how returns work.

IN THE CART	SEEN
Subtotal and costs	[a note that taxes and shipping are worked out at checkout]
Return terms	None shown
Extra products	A block of suggested items
Trust line	Shown

What Meta's figures show

SALES CAMPAIGNS	2025	2026
Adds to cart per link click	8.8%	9.1%
Checkouts started per add to cart	45.3%	50.0%
Credited purchases per link click	0.48%	0.66%

More of the clicks now reach checkout, and more purchases are credited per click. The cart isn't losing buyers it used to keep, so the fixes below aim to reassure buyers rather than repair a drop.

Checks for the store to run

We read the site from outside the United States, where checkout runs differently. The United States checkout, where the ads send buyers, needs walking by someone in the country. On a phone, from an Instagram ad:

1. Open a catalog ad, choose a size and press add to cart. Check the pop-up doesn't get in the way and the item goes in.
2. In the cart and at checkout, check the shipping cost shown for an order at the average value of $287, and whether the lead ad's shipping perk applies.
3. Check which express payment buttons show, and that pay-later appears at checkout as on the product page.
4. Place a test order and confirm one purchase arrives in Events Manager from both the browser and the server, with the same event ID (the code that lets Meta count the two as one order).

Add one line under the cart total: the shipping time and the returns terms. Use the policy's own wording.

INSPECTION

18 Competitors in the Ad Library

We read 600 active United States ads from 228 advertisers, across searches for the brands the store sells and for streetwear in general. No advertiser appeared in more than 2 of the 12 searches, and almost no headline mentions authenticity.

WHAT WE LOOKED AT	COUNT
Searches (brands carried, and general streetwear terms)	12
Active ads read, United States	600
Advertisers among them	228
Advertisers found in 2 searches	4
Headlines that mention authenticity	1 of 549

Meta's Ad Library, read on 11 November 2026, up to 50 active ads per search; every search reached that cap. The search we used returns each ad's advertiser and headline, not its body text, spend or results, and many catalog headlines are just product names. Keyword searches also catch unrelated ads, so the counts describe what a buyer might see, not market shares.

What it shows

- **The competition is brand by brand.** Each brand search turns up a different set of sellers: the brand itself, small shops and resellers.
- **Much-copied brands draw many small sellers.** One much-copied graphic brand's ads came from dozens of different pages, many of them named after people rather than shops. A buyer of such a brand has a reason to want a seller they can trust.
- **Authenticity is rarely claimed.** 1 of 549 rival headlines mentioned it. Body text wasn't read, so some rivals may claim it there; in headlines, the store's promise would stand out.

None of the store's own active ads gives its reasons to buy.

FULL AUDIT

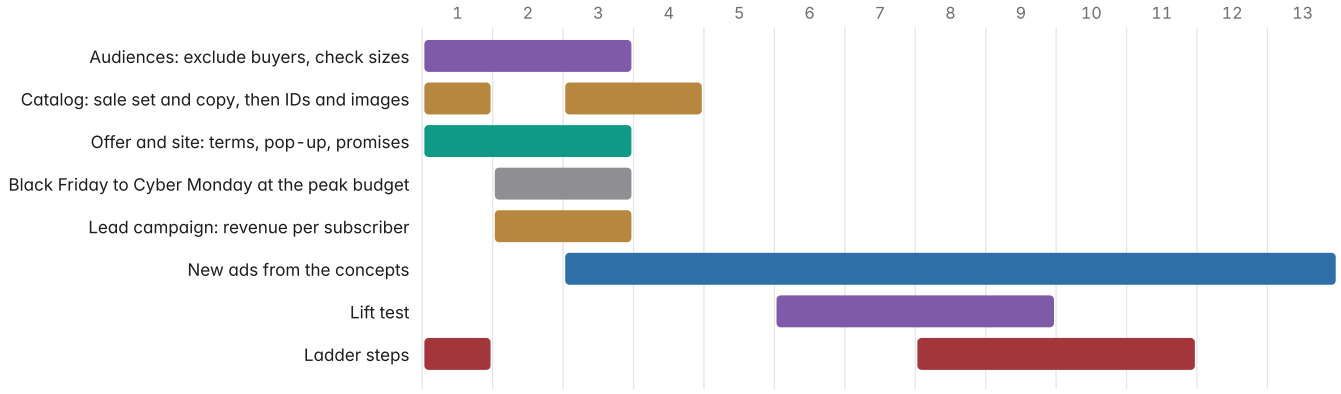
19 The 90-day plan

The plan runs 90 days, from 16 November 2026 to 13 February 2027. It takes one step before Black Friday, holds through the holidays while the fixes settle, then climbs in January.

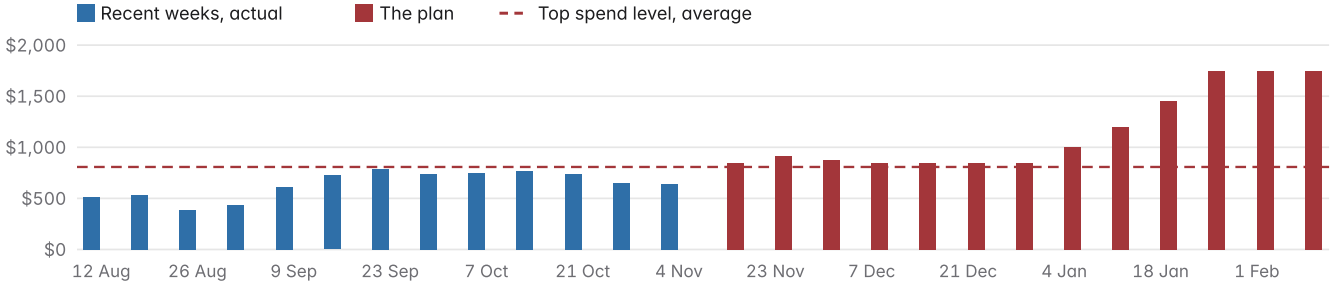
SALES CAMPAIGNS, BUDGET A DAY	LAST 28 DAYS	STEP 1, 16 NOVEMBER TO 26 NOVEMBER	BLACK FRIDAY TO CYBER MONDAY	STEP 1, FROM 1 DECEMBER	STEP 5
New-arrivals catalog, stepped	$552	$700	$850	$600	$1,500
Brand catalog, held flat	$147	$150	$150	$150	$150
Testing campaign for new ads, fixed	-	-	-	$100	$100
Total	**$699**	**$850**	**$1,000**	**$850**	**$1,750**

- The new-arrivals catalog campaign takes every step. It carries most of the spend, at a ROAS of 8.09 over the last 28 days.
- The brand catalog campaign stays at $150 a day, held flat as the comparison the climb is read against (the held-flat campaign). It made 8.34 over the same days.
- The testing campaign starts on 1 December at a fixed $100 a day, so new ads from section 22 can enter in any week without moving the steps.

Workstreams by week, from week 1, starting 16 November



Sales-campaign spend a day, by week: recent weeks and the plan



Phase goals

PHASE	DONE WHEN
1. Fix and hold (weeks 1 to 7)	Step 1 still standing: its ROAS on the extra spend not below break-even 2 weeks running. Buyers excluded from every prospecting ad set. One wording for the terms on every page, and the pop-up fixed. The lift test live from 21 December.
2. Climb (weeks 8 to 10)	Steps 2 to 4 taken unless the climb reads below break-even; the lift test's first read.
3. Decide (weeks 11 to 13)	Step 5 taken and read; the lift test's final read, and the climb re-read on it. Step 6 falls in the next plan.

Week by week

WEEK	DATES	BUDGET A DAY	WHAT HAPPENS
1	16 Nov to 22 Nov	$850	Step 1. Site fixes live: the pop-up fixed, one wording for the terms, the structured-data price. Retargeting audience sizes checked and the retargeting-named ad sets renamed. Empty product sets deleted. A sale ad prepared on the sale set.
2	23 Nov to 29 Nov	$914	Step 1 read on 23 November. Sale ad live in the brand catalog campaign the same day; nothing new from 24 November. Black Friday from 27 November at the peak budget. Lead revenue per subscriber read.
3	30 Nov to 6 Dec	$871	Cyber Monday, then back to step 1. From 1 December: buyers excluded from prospecting, the copy A/B test, the testing campaign live. Decision on the lead campaign.
4	7 Dec to 13 Dec	$850	Hold. Last order date for Christmas in the ads and on the site from 10 December. Product IDs, images and the one-size stock rule fixed in the catalog.
5	14 Dec to 20 Dec	$850	Hold. Lift test set up, its holdout share taken from the test power Meta reports. Point-of-sale system connected to one offline dataset.
6	21 Dec to 27 Dec	$850	Hold. Lift test starts on 21 December, for 4 weeks.
7	28 Dec to 3 Jan	$850	Hold.
8	4 Jan to 10 Jan	$1,000	Step 2, if step 1 still stands. Its base is the 2 weeks before.
9	11 Jan to 17 Jan	$1,200	Step 3 unless the climb read below break-even. Lift test ends on 17 January.
10	18 Jan to 24 Jan	$1,450	Step 4 unless the climb read below break-even. Lift test first read.
11	25 Jan to 31 Jan	$1,750	Step 5 unless the climb read below break-even. Lift test final read on 25 January; from here every read is multiplied by the share the ads add.
12	1 Feb to 7 Feb	$1,750	Hold.
13	8 Feb to 13 Feb	$1,750	Hold. The next plan, from the lift result and the steps read; step 6 belongs to it.

Budgets are the planned average a day for the week on the sales campaigns, testing campaign included, if every step passes. If a week reads below break-even, hold instead of climbing. If the next week reads below too, go back one step and hold there until the lift test is read. Week 13 ends on 13 February, the plan's last day.

What the team needs from the store

BY	WHAT
Week 1	The store's online orders and revenue by channel for June to October, and the costs behind its break-even of 3.50.
Week 1	Sign-off on one wording for shipping, returns and duties, and developer time for the pop-up, the product page's terms block and the structured-data price.
Week 1	Approval of the creative concepts, and the store's own photos and footage for them.
Week 2	Revenue per subscriber by sign-up source, from the email platform, and a current customer list for the buyer exclusions.
Week 5	Approval for the lift test: a share of people held back from the sales campaigns for 4 weeks.

FULL AUDIT

20 The budget ladder

The sales campaigns spend $699 a day now, about $700. The plan raises the total by about a fifth a step, which raises the new-arrivals catalog campaign by about a quarter. Each step runs at least a week, and the climb is read every Monday. If a week reads below break-even, hold instead of climbing. If the next week reads below too, go back one step and hold there until the lift test is read.

STEP	BUDGET A DAY	SIZE	EARLIEST START	ADDED A DAY SINCE THE BASE	WEEKLY EXTRA SALES BELOW WHICH THE CLIMB LOSES MONEY
Today	$700	-	-	-	-
1	$850	+21%	16 November	$150	$3,675
2	$1,000	+18%	4 January	$150	$3,675
3	$1,200	+20%	11 January	$350	$8,575
4	$1,450	+21%	18 January	$600	$14,700
5	$1,750	+21%	25 January	$900	$22,050
6	$2,100	+20%	The next plan	-	-

Budgets rounded to $50. Step 1 is read against the 2 weeks before it; the January steps against the 2 weeks before step 2, 21 December to 3 January. The last column is the spend added since that base x 7 days x break-even, 3.50, on Meta's count. The top spend level since July averaged $808 a day, so steps 2 to 5 go past what the account has tried.

How the climb is judged

Sales on these campaigns move by about a third from one week to the next on their own: since July, the typical weekly change in their ROAS was 32%. That is more than a step adds, so a week's read can show only whether the climb is losing money, and even that takes 2 weeks in a row. The read sharpens as the steps add up.

The read. Each Monday, take the new-arrivals catalog campaign's credited sales for the week. Take off its weekly average in the base weeks, raised or lowered by the held-flat campaign's change since then. Divide what is left by the spend Meta delivered above the base. That is the climb's ROAS on the extra spend. The 2 campaigns overlap, so the read flatters a climb that takes buyers from the held-flat one.

Read purchases by the day they happened, not the day of the ad (the reporting API's conversion-time setting), so the newest week is complete when it is read. Leave the peak days, 27 November to 30 November, out of every read, and read the held-flat campaign without the peak's sale ad.

The rule. Below break-even, 3.50, the extra spend is losing money on Meta's count. If a week reads below break-even, hold instead of climbing. If the next week reads below too, go back one step and hold there until the lift test is read. A week that can't be read counts as below. Whether the extra spend earns well above break-even is for the lift test to say.

Also watched each week

- **Credited share.** A rise of more than 10% over the base weeks suggests the climb is buying credit for orders that would have come anyway. It doesn't send a step back; the lift test measures it directly. The test's holdout lowers the share while it runs, so compare test weeks only with test weeks.
- **Order value.** It moves with the season (section 2), so it is read against the held-flat campaign's. A fall more than 10% beyond the held-flat campaign's suggests the climb is buying cheaper orders.

Rules

- One step at a time, none skipped, each held at least 7 days. Budgets move at most once a day.
- Nothing else changes in the 2 catalog campaigns in a step week. New ads enter only the testing campaign, whose spend and sales are left out of every read. There are 2 exceptions, both outside step weeks. One is the peak's sale ad in the brand catalog campaign from 23 November to 30 November. The other is the copy A/B test in the new-arrivals catalog campaign from 1 December. Winners from testing move into the new-arrivals catalog campaign only in hold weeks.
- **The lift test.** It runs from 21 December to 17 January, so steps 2 and 3 fall inside it. Its result describes spend between $850 and $1,200 a day, over the holiday weeks. Set its holdout share from the test power Meta reports when the test is set up, at least 10%, and read the result with its range. First read on 18 January; final read on 25 January, once late purchases are in.
- From the final read on, every read is multiplied by the share of credited sales the test finds the ads add on their own. If the climb's ROAS on the extra spend, times that share, is below 3.50, go back one step a week until it isn't. If the range is too wide to tell, hold at step 5.
- Step 6 belongs to the next plan, best judged on a second lift test outside the holidays.

FULL AUDIT

21 Black Friday to Christmas

Over Black Friday to Cyber Monday, the sales campaigns' ROAS was 3.1 times the 3 weeks before in 2024, and 1.9 times in 2025, at much the same spend. The plan runs those 4 days at $1,000 a day, close to the highest day since July, $977.

SALES CAMPAIGNS	SPEND A DAY, THE PEAK DAYS	ROAS	SPEND A DAY, THE 3 WEEKS BEFORE	ROAS	SHARE OF THE ACCOUNT'S SPEND AT THE PEAK
2024	$203	35.65	$199	11.35	13%
2025	$279	22.27	$254	11.60	34%
The plan, 2026	$1,000	-	-	-	-

Campaigns with a sales objective, archived ones included; Meta's count. The 3 weeks before end a week before Black Friday. In both years most of the money went to traffic campaigns, so the sales campaigns ran small budgets.

The peaks were run on far smaller sales budgets than the plan's, and 4 times the spend won't earn 4 times the sales. The 4 days aren't read on their own: a single day's ROAS swings by about 44% around its average, far more than the extra $150 a day can show.

If step 1 reads below break-even on 23 November, the peak runs at $850 with no extra, and step 1 is read again on 27 November over 16 November to 26 November. If that read is below too, the budget goes back to $700 on 1 December and holds until the lift test is read.

Before the peak

- Have a sale ad on the sale set, with concept 4's copy for people new to the store, live in the brand catalog campaign by 23 November.
- Make no new ad sets, new ads or audience changes from 24 November to 30 November. New ad sets, new ads and large edits can send an ad set back into Meta's learning period, when it works out again whom to show the ads to. So the peak budget rises in one move on 27 November.
- Bring the budget back on 1 December.
- Lead with the store's own reasons to buy, not deeper discounts: the authenticity promise, orders packed by the store itself, free pickup.

After it

- Hold at $850 a day to 3 January. The buyer exclusions and the new copy go live on 1 December and settle over these weeks.
- Set the last order date for Christmas from the carrier's ground time and the store's own dispatch time, and show it in the ads and on the site from 10 December.
- After the last order date, switch the ads to in-store pickup and gift cards.

FULL AUDIT

22 Creative concepts

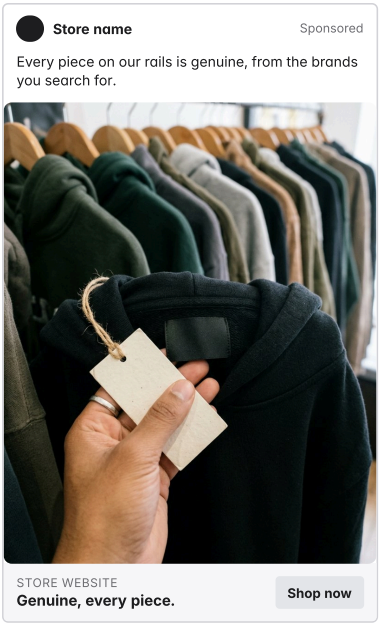
10 new ads to test over the 90 days: 4 static images, 4 videos and 2 carousels. Concept 4's copy also goes on the peak's sale ad. Each puts part of the store's offer into the account, where no ad states it now. Each static is shown with a visual reference for the finished ad. Each video and carousel is shown as one storyboard image that tells its storyline.

#	CONCEPT	FORMAT	BUILDS ON
1	Genuine, every piece	Static image, 4:5	The authenticity promise, made by no ad and by 1 of 549 rival headlines
2	From our racks to your door	Static image, 4:5	Shipping by the store itself, in no ad; one wording for the shipping time
3	Free pickup in store	Static image, 4:5	Free pickup, in no ad
4	Final pieces, marked down	Static image, 4:5	The sale ad that showed the whole catalog with copy for past buyers
5	Rack walk	Video, 9:16, 15 seconds	Video ads' ROAS of 8.36 on 11% of sales spend; the authenticity promise
6	New this week	Video, 9:16, 20 seconds	The new-arrivals catalog ad, rewritten for new buyers
7	Packed on the shop floor	Video, 9:16, 15 seconds	The shipping promise; the shipping times on the site
8	One rail, three fits	Video, 9:16, 20 seconds	Order value of $287; the product page's block of matching pieces from other brands
9	Build the fit	Carousel, 6 cards, 1:1	Order value; outfits across brands
10	Why buy here	Carousel, 5 cards, 1:1	One wording for the terms; every part of the offer the ads leave out

Testing

- **Where.** The testing campaign, at a fixed $100 a day from 1 December, $7,500 over the plan; 1 new concept a week, 10 in all, so the last are judged in the next plan.
- **When to judge.** After $600 of spend, about 3 weeks with 3 ads live. Keep an ad that beats the catalog ads' ROAS over the same days. Retire one under break-even, 3.50. Leave one in between running while the budget allows.
- **Winners** move into the new-arrivals catalog campaign in the next hold week.
- **Names.** Date_Brand_Concept_Format_Version, so every report reads without opening the ad.
- **Footage.** The store's own photos and video only, shot in store. No reposted brand or creator content without a written licence; a creator who films for the store can run as a partnership ad, which runs from the creator's account with the store's budget.
- **Wording.** Every concept quotes the store's agreed policy wording for shipping, delivery and returns.

**Images are visual references only. They need to be edited and created with real branding and image/text guardrails so they fit all placements.*



1 · STATIC IMAGE, 4:5

Genuine, every piece

Shows. A hoodie's swing tag and stitched label held up against a full clothing rail, shot close.

Builds on. The product page makes the promise; no ad does (sections 16 and 18). For much-copied brands, it is the reason to buy here.

Runs. Testing campaign, broad audience, United States.



2 · STATIC IMAGE, 4:5

From our racks to your door

Shows. A packed box on a shop counter, rails of clothing behind, a hand pressing down the shipping label.

Builds on. The site gives the shipping time more than one way (section 16). The final copy adds the agreed shipping time, so the ad and the site agree.

Runs. Testing campaign, broad audience, United States.

**Images are visual references only. They need to be edited and created with real branding and image/text guardrails so they fit all placements.*



3 · STATIC IMAGE, 4:5

Free pickup in store

Shows. A hand passing a plain shopping bag across a store counter.

Builds on. The product page offers it, and it keeps sales going after the carriers' Christmas cut-off (sections 16 and 21).

Runs. Testing campaign, people near the store only, judged against the catalog ads' ROAS in the same area; from the last order date for Christmas also as the post-cut-off ad.



4 · STATIC IMAGE, 4:5

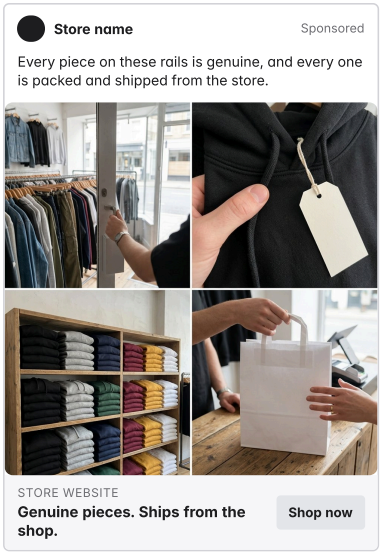
Final pieces, marked down

Shows. A sparse rail with a few pieces left and a blank handwritten card.

Builds on. A sale message for people new to the store. Its copy goes on the peak's catalog sale ad, on the sale set; the image runs in the January sale (sections 10 and 12).

Runs. The copy: the peak's sale ad, live in the brand catalog campaign by 23 November. The image: the January sale, in the testing campaign.

**Images are visual references only. They need to be edited and created with real branding and image/text guardrails so they fit all placements.*



5 · VIDEO, 9:16, 15 SECONDS

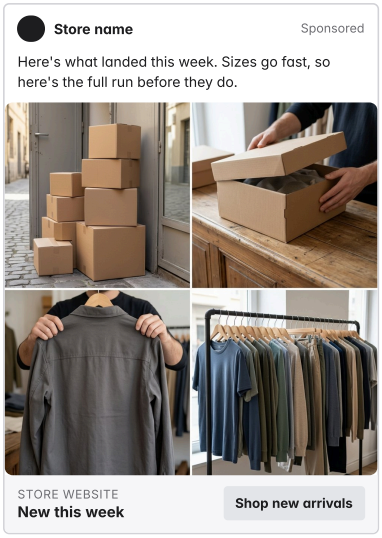
Rack walk

Shows. A phone walk along the shop's rails: tags, stitching, a full wall of hoodies, the counter.

1. The door opens onto full rails.
2. Close-ups of tags and stitching.
3. A wall of hoodies, folded by colour.
4. The counter, a bag handed over.

Builds on. Video earned about what the catalog ads did, on a far smaller share of the spend (section 10). Shot in the shop, it shows the stock is real.

Runs. Testing campaign, broad audience; Reels and Stories.



6 · VIDEO, 9:16, 20 SECONDS

New this week

Shows. Staff unboxing the week's deliveries at the counter, each piece held up and turned.

1. Boxes arrive at the shop's back door.
2. Unboxing at the counter.
3. Each piece held up and turned.
4. The rail, restocked.

Builds on. The largest ad sells new arrivals with copy for people who already follow the store (section 10). This shows the same new arrivals and tells new visitors what the store is.

Runs. Testing campaign, broad audience; a new cut each week while it is in testing.

**Images are visual references only. They need to be edited and created with real branding and image/text guardrails so they fit all placements.*



7 · VIDEO, 9:16, 15 SECONDS

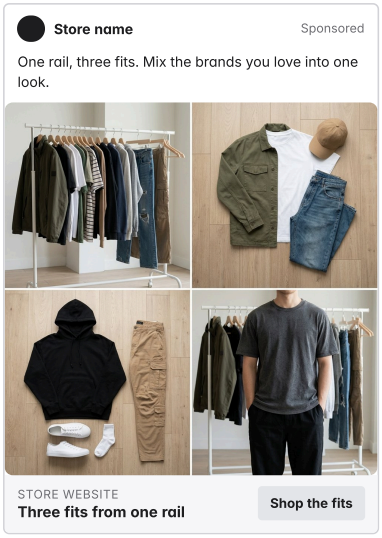
Packed on the shop floor

Shows. An order picked from the rail, folded in tissue, boxed and labelled, then handed to a courier.

1. A phone shows a new order.
2. The piece is picked from the rail.
3. Folded in tissue and boxed.
4. Handed to the courier.

Builds on. It shows the policy's promise rather than stating it (section 16).

Runs. Testing campaign, broad audience.



8 · VIDEO, 9:16, 20 SECONDS

One rail, three fits

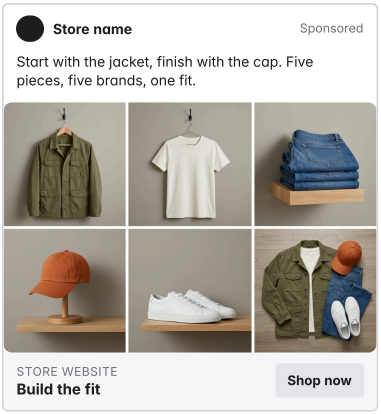
Shows. A staff member builds three outfits from one rail, each mixing pieces from different brands.

1. A rail of mixed brands.
2. Fit one, laid out.
3. Fit two, laid out.
4. Fit three, worn.

Builds on. Mixed-brand outfits can raise order value, and only a multi-brand store can show them (sections 8 and 14).

Runs. Testing campaign, broad audience.

**Images are visual references only. They need to be edited and created with real branding and image/text guardrails so they fit all placements.*



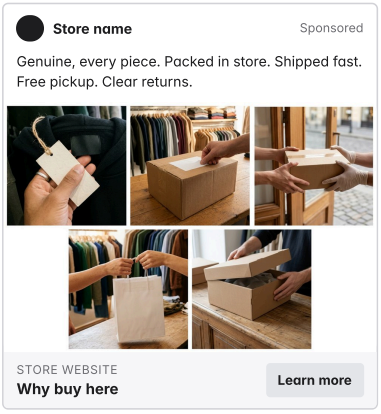
9 · CAROUSEL, 6 CARDS, 1:1

Build the fit

Shows. 6 cards: outerwear, top, denim, cap, shoes, then the full fit, each shot on the same plain wall.

Builds on. The carousel version of concept 8, for feeds where people swipe.

Runs. Testing campaign, broad audience; Feed.



10 · CAROUSEL, 5 CARDS, 1:1

Why buy here

Shows. 5 cards, one promise each, each shot in the shop: tag, packed box, courier, pickup counter, returns counter.

Builds on. Each card quotes the policy, so it can run only once the terms agree (section 16).

Runs. Testing campaign, broad audience; after the terms are fixed.

**Images are visual references only. They need to be edited and created with real branding and image/text guardrails so they fit all placements.*

FULL AUDIT

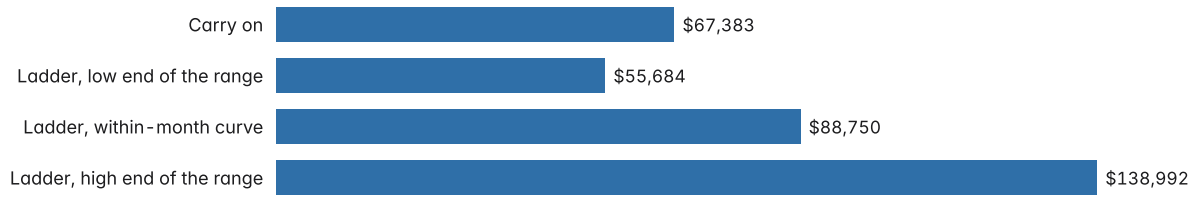
23 Outcomes and risks

If every step goes ahead on its earliest date, the ladder spends $102,800 on the sales campaigns over the 90 days, 1.63 times what carrying on would. Along the within-month curve it adds $21,367 of profit after ads on Meta's count. At the low end of the likely range it loses $11,699, which the weekly read is there to catch.

90 DAYS, SALES CAMPAIGNS	SPEND	ROAS	SALES	PURCHASES	PROFIT AFTER ADS	ADDED
Carry on: today's level, at the ROAS of the run since 20 July	$62,889	7.25	$455,955	1,587	$67,383	-
The ladder, low end of the likely range	$102,800	5.40	$554,694	1,930	$55,684	-$11,699
The ladder, along the within-month curve	$102,800	6.52	$670,426	2,333	$88,750	$21,367
The ladder, high end of the likely range	$102,800	8.23	$846,272	2,945	$138,992	$71,609

Meta's count, on the store's break-even. Each ladder row adds to carrying on what the within-month curve gives the 2 catalog campaigns' extra spend, at an elasticity of 0.42, 0.86 or 1.31. That spend then averages 2.24, 5.81 or 11.23. The testing campaign's $7,500 is scored at break-even. Every ladder row goes beyond the highest day observed, $977; the plan reaches $1,750. Carry on uses the run's average; the curve gives 7.09 at today's level, so every profit level sits about $2,931 high and the Added column is unaffected. Purchases are sales divided by the window's order value; profit is sales x the 28.6% margin share, minus spend. The peak days are included at $1,000.

Profit after ads over the 90 days, Meta's count



Assumptions behind the figures

- The rows assume the within-month pattern since July holds above today's level, where it hasn't been seen. Plan cash on the low end.
- The weekly read sends the climb back only when it loses money 2 weeks in a row. A climb that earns a little above break-even goes on until the lift test says otherwise.
- If the lift test shows the ads add much less than Meta credits, the climb is re-read on that basis and can go back. The plan's profit can then fall below carrying on.

What will dip first

- **Prospecting ROAS.** Excluding past buyers from 1 December takes the easiest sales out of prospecting, so its ROAS on Meta's count drops even if the store's orders don't.
- **New ads.** Most new ads lose to the catalog ads in their first weeks. The testing campaign's fixed budget caps what that costs.
- **January.** Buying slows after Christmas. The climb is read against the held-flat campaign's change, which carries the same slowdown.

Risks

RISK	LIKELIHOOD	EFFECT	WHAT LIMITS IT
High-spend days paid because autumn orders were bigger, not because of the spend	Medium	The later steps earn less	The weekly read against break-even; the held-flat campaign as comparison; the lift test
Meta credits the ads with sales that would have come anyway	Medium	Every scenario shrinks	The credited share watched each week; the lift test
Checkout honours the lead ad's shipping perk	Medium	Break-even rises to 3.99 at $10 an order	Check 2 in section 17 in week 1; break-even recomputed
The new copy reads worse than the old for past buyers	Low	The largest ad's ROAS dips	The copy A/B test; the old copy kept running until its read
Christmas orders arrive late	Low	Refunds and reviews	The last order date shown from 10 December; in-store pickup after it

FULL AUDIT

24 Reporting and QA

WHEN	WHAT
Daily	Budgets against the plan; delivery or policy notices; stock on the products the catalog ads show.
Weekly, Monday	The scorecard below, and the climb's read against break-even (section 20).
At each read	Climb, hold or go back: If a week reads below break-even, hold instead of climbing. If the next week reads below too, go back one step and hold there until the lift test is read.
Monthly	The store's online orders and revenue against Meta's credited sales; revenue per subscriber by sign-up source; retargeting and exclusion audience sizes; catalog health.

Weekly scorecard

MEASURE	PHASE 1	PHASE 2	PHASE 3
Sales-campaign spend a day	$850; $1,000 at the peak	$1,000 to $1,450	$1,750
The climb's ROAS on the extra spend	Not below 3.50 2 weeks running	Same	Same, times the share the ads add
Credited share	Watched: a rise of more than 10% over the base weeks	Same	Same
Order value	Watched: a fall more than 10% beyond the held-flat campaign's	Same	Same
Past buyers in prospecting	Excluded from 1 December	Same	Same
New ads	Testing campaign live from 1 December	1 a week	Same
Lift test	Live from 21 December	First read on 18 January	Final read on 25 January; the climb re-read on it

"Same" means the target in the column before still holds.

Support

The client's audit included one month of QA (quality assurance) support from 16 November, while the plan starts. The guarantee (set out at serafinity.com) applies only if the support is used. The January steps and the lift test's reads fall after the support month; whoever runs the account reads them with the rules in section 20.

To commission an audit like this one, visit serafinity.com.

APPENDIX

Appendix

Sources

SOURCE	WHAT WAS READ
The ad account, through Meta's API	120 read-only requests: the account, campaigns, ad sets and ads by day, week and month from October 2023, archived campaigns included; targeting, creatives, custom audiences and the activity log
Events Manager	Datasets, event counts by source, match quality and the customer details sent with each event
Commerce Manager	The catalog's diagnostics, product sets, event sources and match rates
Meta's Ad Library	12 searches in the United States, plus the store's own page
The store's site	The catalog, a product page, the cart and the policy pages, read as a visitor on 11 November 2026
Google PageSpeed Insights	One phone and one desktop run of a product page
Published sources	wholesale pricing guidance, payment-processor rates and a fulfilment-cost survey, read in November 2026: product cost, card fees and packing

Method

- **Periods.** The window is the six months to 10 November 2026. It is compared with the same six months of 2025 and 2024, so the season matches.
- **Campaign types.** Each campaign is typed by its objective. Archived campaigns are included, so each period's campaigns add up to the account's total.
- **Spend levels.** Days since 20 July are grouped by sales-campaign spend at $450, $600 and $750. ROAS on the extra spend between neighbouring spend levels is the change in average sales a day over the change in average spend a day.
- **Elasticity.** A straight-line fit of log sales on log spend across those days gives 1.30. The same fit with a separate level for each month gives 0.86, with a standard error of 0.23, which gives the likely range of 0.42 to 1.31. The next dollar's ROAS is the elasticity x the average ROAS at the average day. Runs of similar days make the true range somewhat wider.
- **Credited share.** Meta's credited purchases over the purchases the store's server sent to Meta, 15 October to 10 November. Meta dates credited purchases by the ad impression; Events Manager dates server purchases by arrival.
- **Scenarios along the curve.** The within-month curve is sales = k x spend to the power of the elasticity, set through the run's average day. Each planned day's extra sales on the 2 catalog campaigns are the curve at that day's catalog budget minus the curve at today's. The low and high rows use the ends of the elasticity's range. The testing campaign is scored at break-even.
- **Break-even.** The store's own figure, 3.50. The researched costs (sources above) show how much of it product, card fees, packing and returns explain (section 8).
- **Scenarios.** Section 23 gives the plan's extra spend a different reading in each row. The rows show what each reading implies; they are not forecasts.

Event volumes

EVENT, 15 OCTOBER TO 10 NOVEMBER	FROM THE BROWSER	FROM THE SERVER	MATCH QUALITY, OUT OF 10
Purchase	574	651	9.3
Payment info added	1,336	1,355	7.8
Checkout started	3,009	5,995	6.3
Add to cart	6,062	7,494	6.9
Product viewed	270,861	314,956	6.5
Page view	736,500	487,657	6.6

Events Manager's event stats for the store's pixel and Conversions API. Meta removes events that arrive from both routes with the same event ID, so the two columns overlap.

Checks

- Every account figure in this report comes from one list of 1,001 figures, each computed in code from saved copies of the data, with its source and formula.
- Campaign spend reconciles to the account total in every period, and daily spend to the window's total. The ad listing falls short of the account by $20.33.
- A second, independent pull of 31 key figures from fresh requests matched 23 exactly. The other 8 differed by cents or a few impressions, all on 10 November, which Meta was still settling; up to 9 November they matched to the cent.
- Charts are drawn from the same list, and every mark was checked against its figure.
- Quotes are checked word for word against the page or ad they come from, as read on 11 November 2026.

Limits

- One PageSpeed run of each kind, because the daily allowance for automated tests was used up.
- The checkout was read from outside the United States. The United States checkout needs the store's own check (section 17).
- The catalog's full product list could not be read through the API. Its diagnostics and product sets could.
- Store sales are not measured in the account, so nothing here counts them.

Glossary

Advantage+ audience	Meta's setting that lets it look for buyers beyond the audience an ad set names.
Attribution setting	The rule for which purchases Meta counts for an ad: within a set number of days of a click, of a view, or of an engaged video view.
Audience segments	Meta's split of results into new, engaged and existing customers, in Ads Manager.
Break-even ROAS	The ROAS at which an order's margin exactly pays for the ads that won it.
Catalog ad	An ad that shows products from the store's catalog, chosen by Meta for each person.
Click ID	A code Meta adds to a link when someone clicks an ad; sent back with a purchase, it lets Meta tie the sale to the click.
Core Web Vitals	Google's measures of how a page loads and behaves for real visitors: loading, response and layout shift.
Credited share	Purchases Meta credits to the ads, divided by the purchases the store's server reports to Meta.
Dataset	Where Meta collects a business's events, from the pixel, the Conversions API or offline uploads.
Elasticity	How fast sales rise with spend: one means in step, above one faster, below one slower.
Event ID	A code sent with each event so Meta can count the browser's and the server's copy of one order once.
Held-flat campaign	The catalog campaign kept at a fixed budget through the ladder, as the comparison the climb is read against.
Learning	The period after a new ad set or a large change while Meta works out whom to show the ads to.
Lift test	A test that holds a random share of people back from the ads and compares their purchases with everyone else's.
Lookalike	An audience Meta builds of people similar to a source list, such as past buyers.
Margin share	What an order leaves after product, card fees, packing and returns, as a share of its value.
Match quality	Meta's score out of 10 for how well the customer details sent with an event let it match the event to a person.
Meta's count	The purchases and sales Meta credits to the ads under each ad set's attribution setting.
Partnership ad	An ad run from a creator's account with the store's budget.
Product set	The group of catalog items a catalog ad can show.
Profit after ads	Credited sales x the margin share the store's break-even implies, minus ad spend.
Rich result	The extra detail, such as price and stock, Google shows under a search result.
ROAS	Return on ad spend: the sales Meta credits to the ads, divided by ad spend.
ROAS on the extra spend	The change in sales divided by the change in spend between 2 levels of spend.
Spend level	One of the 4 groups of days after the traffic campaigns stopped, by sales-campaign spend that day.
Structured data	Code on a page that tells search engines facts such as a product's price and stock.
View-through purchase	A purchase Meta credits to an ad that was seen but not clicked.