Meta Advertising Audit and 90-Day Scale Plan

Client	[redacted]
Ad account	[redacted]
Window	30 April to 29 October 2026, against the same months of 2025 and 2024
Spend in the window	$460,463
Prepared	30 October 2026

> Meta credits the ads in the window with a ROAS of 10.81. An average order leaves 19% before ads, so the ads break even at a ROAS of 5.23 on Meta's count. The extra dollar still paid at every spend level the window reached. Yet spend on the sales campaigns has fallen to $1,284 a day. $83,602 went to link-click traffic whose sales no one can measure. Meta credits the ads with only 12% of the store's orders. The plan raises the budget in steps and keeps each one only if its extra spend earns enough. Even if every step earns just the minimum, that adds $32,520 of profit in 90 days.

About this sample

A real audit of an online nursery-furniture store, published as a sample. Names, prices, ad wording, rival names and the store's own terms are withheld or generalized. Account figures and dates are exact.

ALL

Summary

10.81	5.23	$84K	12%
ROAS in the window, Meta's count	Break-even ROAS on Meta's count, on the researched costs	Spent on link-click traffic, with no sale Meta can see	Share of the store's orders that Meta credits to the ads

The audit in one paragraph

The account is profitable on Meta's count, a ROAS of 10.81 against a break-even of 5.23. Every step up in spend the window reached paid about three to four times break-even. Yet spend on the sales campaigns has fallen to $1,284 a day. Link clicks nobody can measure took 18% of the window's money. Purchases carry the click ID a fifth as often as page views do (1.6% against 8.0%). More than half the catalog is out of stock, and some return terms are disclosed late. Fix the measurement, the catalog and the offer, and measure what the link-click traffic sells. Then raise the budget in steps, keeping each only if its extra spend pays.

The five key changes

1. **Raise the budget in steps** towards $3,800 a day, keeping each step only if its extra spend pays. Black Friday to Cyber Monday run at $5,400, with a lift test over Christmas. Sections 2 and 20.
2. **Fix the measurement.** Purchases carry the click ID on 1.6%, against 8.0% of page views. Copied events and unconfirmed domains need clearing. Section 7.
3. **Fix the catalog.** Take out-of-stock items out of the product sets, add a bundles product set, and make purchase product IDs match the catalog. Section 12.
4. **Keep the link-click traffic, and measure it.** $83,602 bought cheap clicks with no sales Meta can see. Buy better clicks, measure the sales with a holdout. Section 11.
5. **Fix the offer.** Some return terms are disclosed late, on the returns page, and shipping terms are hard to find before checkout. Sections 13, 16 and 17.

Where this leaves the account

Over 90 days the plan raises spend on the sales campaigns by more than half, to $180,600. If the extra spend earns only the plan's minimum ROAS of 7.84, it adds $32,520 of profit after ads. If the window's pattern held, it would add $138,719. On the fit without sale days, it would add $111,551. The lift test, read in January, decides whether to go further.

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

REVIEW

1 Scope and method

What was examined

Ad account	[redacted], read only
Window	30 April to 29 October 2026, 183 days, against the same six months of 2025 and 2024
History	From October 2023, the 37 months Meta keeps
Structure	12 campaigns, 39 ad sets and well over a hundred ads with spend in the window; 365 saved audiences
Measurement	The dataset (pixel and Conversions API): events, match quality, diagnostics and server against browser purchases in Events Manager
Catalog	Items and product sets, Meta's health checks and the match between purchases and catalog items
Store	22 pages as a visitor sees them, with the cart and checkout walked with nothing entered
Competitors	The catalogs and policies of 4 rival stores; 10 Ad Library searches and 9 advertisers' pages
Costs	Product, freight, duty, delivery and payment costs per order

Costs come from research of supplier, freight and carrier rates rather than from the store's own books, which keeps its figures confidential. Section 8 shows each one.

How figures are stated

ROAS	The sales Meta reports, divided by ad spend.
CPM	What a thousand impressions cost.
Link CTR	Link clicks divided by impressions.
Prospecting, cold	Ads shown to people who haven't visited the store or engaged with the brand.
Warm, retargeting	Ads shown to people who have visited, engaged or added to cart.
Retention	Ads and emails aimed at past buyers.
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, and rounded only when printed. "Purchases" and "sales" in Meta's columns are the purchases Meta credits to the ads under each ad set's attribution setting, not the store's orders.

What to bear in mind

- Meta credits the ads with 12% of the purchases the store reports to it (section 7). Every ROAS here is on Meta's count; section 8 gives break-even on both counts.
- Sales from the link-click traffic don't reach Meta at all (section 11).
- The store, rival and Ad Library readings were taken on 30 October 2026 and reflect that day.

REVIEW

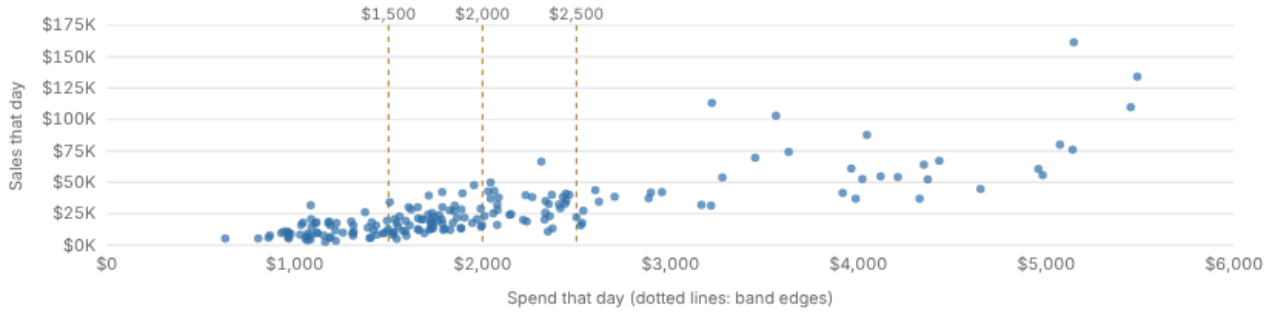
2 Primary finding: the extra dollar still pays

On the sales campaigns, at every step up in daily spend the window reached, the extra dollar earned more than the average dollar. ROAS on the extra spend between neighboring bands ran from 15.6 to 21.5, against band ROAS of 9.8 to 15.7. That is about three to four times the break-even of 5.23 on Meta's count. There is no ceiling inside the range the window reached. How far above it the account can go needs a controlled test, because the high-spend days were not chosen at random.

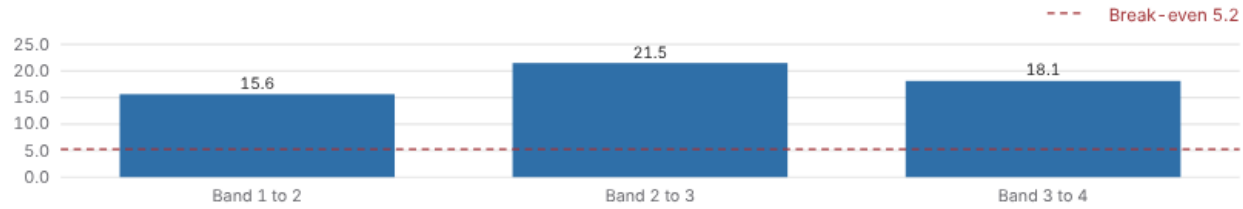
SALES-CAMPAIGN SPEND THAT DAY	DAYS	SPEND A DAY	SALES A DAY	ROAS	LINK CTR	COST PER CLICK	PURCHASES PER CLICK	PROFIT A DAY AFTER ADS	ROAS ON THE EXTRA SPEND
Under $1,500	56	$1,161	$11,329	9.76	0.98%	$0.94	1.87%	$1,006	-
$1,500 to $2,000	59	$1,734	$20,281	11.70	0.96%	$0.93	1.92%	$2,146	15.6
$2,000 to $2,500	33	$2,256	$31,516	13.97	0.98%	$0.94	2.13%	$3,773	21.5
$2,500 and over	35	$3,840	$60,218	15.68	0.92%	$1.08	2.52%	$7,680	18.1

Sales campaigns only. Sales and profit on Meta's count; profit is sales x the margin share (section 8) minus spend. ROAS on the extra spend: the change in sales a day over the change in spend a day from the band below.

Sales campaigns: spend and Meta-credited sales, each day of the window



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



Why it paid, and how firm it is

- **Dearer clicks, more buyers.** Higher-spend days paid more per click ($0.94 in the lowest band, $1.08 in the highest) but turned more clicks into purchases (1.9% against 2.5%). Many were sale days, when buyers convert more readily.
- **High-spend days were not random.** In the top band, 16 of the 35 days fall in the three holiday sales (19 days), when the budget went up because a sale was on. Without those 19 days, the fitted curve still rises faster than spend (an elasticity of 1.30, where one means sales rise in step with spend).
- **The bands fall in different months.** The top band sits mostly in May and the lowest mostly in October. ROAS was highest in May (15.2) and lowest in October (6.7), the months with the most and least spend (section 4). That fits a season reading. Against it, comparing days within the same month, sales still rose faster than spend (an elasticity of 1.37).
- **Meta's count.** The figures credit the ads with 12% of the store's orders and include sales after a view or an engaged video view (section 7). More spend buys more views, so part of the rise may be counting.
- **The curve can't be extended.** It explains 67% of the day-to-day variation. An elasticity above one has no most-profitable day: read literally, profit rises without limit. It describes the window, not a forecast past $5,485 a day, the window's highest day.

The plan therefore climbs in steps towards about $3,800 a day, the top band's average, each held a week and read against the testing campaign. A lift test from 21 December decides whether to go further (sections 19 and 20).

REVIEW AND FULL AUDIT

3 Diagnostic summary

SEVERITY	FINDING	SECTION
CRITICAL	18.2% of spend went to link-click traffic on the cheapest clicks, with no sale Meta can see.	11
CRITICAL	Purchases carry the click ID on 1.6%, page views on 8.0%; Meta credits the ads with 12.3% of the store's orders.	7
HIGH	The extra dollar paid at every spend level the window reached, yet sales-campaign spend has fallen to $1,284 a day.	2
HIGH	Video took 50% of the last 28 days' sales budget at a ROAS of 4.4, under break-even (5.23); static testing made 3.2.	19
HIGH	Page views per click fell to 35% from 52% while adds to cart per click rose 9%: page views look under-counted.	6
HIGH	Over half the catalog is out of stock; only 60% of product IDs in purchase events match it, against 96% for adds to cart.	12
HIGH	Some return terms are disclosed late, on the returns page.	16
HIGH	On a phone the crib page's main image appears well past Google's mark for poor; one page's layout shifts as it loads.	15
HIGH	A customer-list exclusion on ad sets with 48% of spend was last updated over a year ago, so it misses every buyer since.	9
MEDIUM	Meta reports a size of 20 for 24 of 25 website and engagement audiences in use, including the 180-day buyer exclusion.	9
MEDIUM	One static ad made a ROAS of 47.44, over four times the account's, in a campaign that also reaches existing customers.	10
MEDIUM	The four largest sales ads all lost ROAS over their last 16 weeks; the bundle carousels have stopped.	10
MEDIUM	4 custom events copy standard ones; 50 domains await confirmation.	7
MEDIUM	A sign-up form that collects phone numbers doesn't record consent to texts.	13
MEDIUM	The largest ads carry brand claims that need proof on file; shared catalog text carries a product-specific claim.	14
MEDIUM	Cart: an optional extra is pre-selected, and shipping cost and return terms appear late.	17
MEDIUM	Shipping terms are hard to find before checkout.	16
LOW	Confirm the product registration page against the federal rule.	13
LOW	About a fifth of the ads are named only by format and a number or date, so their product can't be read.	10
LOW	Over half of catalog items have a single image.	12

The five key changes

CHANGE	DONE WHEN	BASELINE	HOW THE RESULT IS READ
1. Raise the budget in steps towards $3,800 a day; peak at $5,400; lift test (sections 2, 20)	Step 1 live on 16 November with its checks in the scorecard; the lift test live from 21 December	$1,284 a day at 9.07, last 28 days	ROAS on each step's extra spend at or above 7.84; the lift test's result
2. Fix the measurement (section 7)	Purchases carry the click ID as often as page views; copied events deleted; domains confirmed or blocked	Click ID on 1.6% of purchases, 8.0% of page views; credited share 12.3%	Click-ID coverage and the credited share, weekly
3. Fix the catalog (section 12)	No out-of-stock item in the ads' sets; a bundles product set; purchase IDs matching at the add-to-cart level	55% out of stock; purchase IDs match 60%	Match rate weekly; catalog ROAS against 8.4 (last 28 days)
4. Keep the link-click traffic, and measure it (section 11)	Audience Network off and the goal set to page views; the geo holdout read in week 6; its own budget	$83,602, no sales visible	The holdout's sales difference
5. Fix the offer (sections 13, 16, 17)	Return and shipping terms shown before checkout; a return-terms test live	Some return terms only on the returns page; shipping terms hard to find	First orders per sign-up; orders per visitor in the test; returns at 60 days

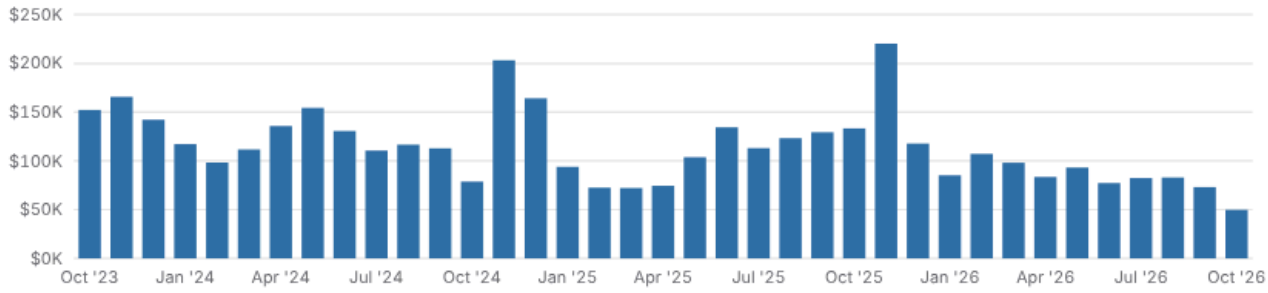
REVIEW

4 Account health

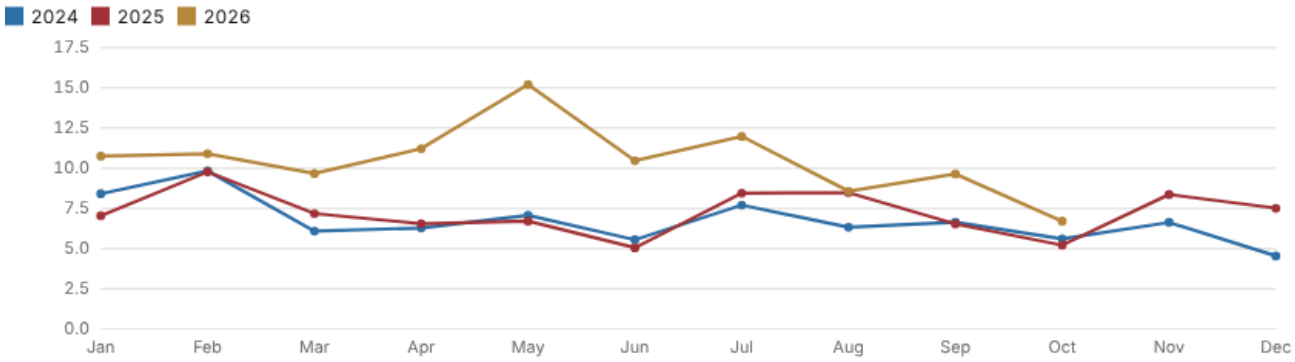
Over the six months the account spent $460,463 and Meta credited it with $4,978,703 in sales, a ROAS of 10.81. In the same six months a year earlier it spent $729,347 at a ROAS of 6.72.

SIX MONTHS, 30 APR TO 29 OCT	2024	2025	2026
Ad spend	$703,494	$729,347	$460,463
CPM	$6.80	$10.91	$7.78
Link CTR	0.64%	0.63%	1.09%
Cost per link click	$1.06	$1.72	$0.72
Purchases per link click	1.24%	1.74%	1.28%
Order value	$555	$666	$604
Cost per purchase	$85.06	$99.07	$55.88
ROAS	6.53	6.72	10.81

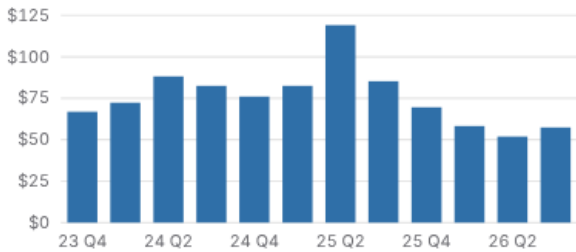
Ad spend by month, October 2023 to October 2026



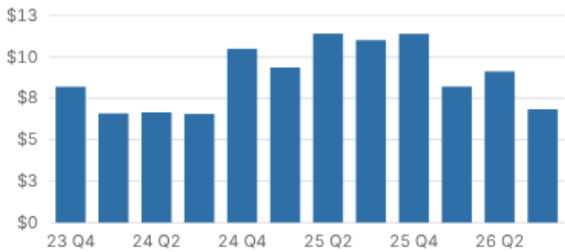
ROAS by month, the same months in each year



Cost per purchase by quarter



CPM by quarter



REVIEW

5 Where the spend went

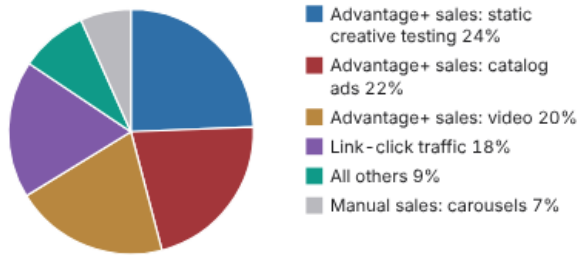
18.2% of the window's spend, $83,602, went to traffic campaigns optimized for link clicks, with no purchase tracking, so this money shows no sales at all in the account. The sales campaigns made a ROAS of 13.24 on the rest.

The largest campaigns

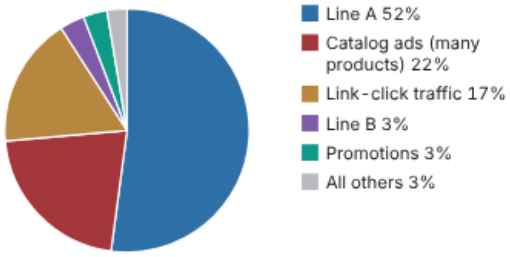
CAMPAIGN	SPEND	SHARE	ROAS
Advantage+ sales: static creative testing	$112,315	24.4%	7.50
Advantage+ sales: catalog ads	$99,159	21.5%	15.82
Advantage+ sales: video	$93,545	20.3%	8.70
Link-click traffic (largest)	$79,608	17.3%	0.00
Manual sales: carousels	$30,840	6.7%	14.98
Advantage+ sales: older static campaign	$20,380	4.4%	48.01
Manual sales: interest targeting	$19,924	4.3%	15.75
Link-click traffic (second)	$1,000	0.2%	0.00

12 campaigns spent in the window. Link-click campaigns show no purchases because they have no purchase tracking.

Spend by campaign type



Spend by product line



The older static campaign stands out with a ROAS of 48.01. Its largest ad, an older static ad for a best-selling crib, took 88% of the campaign's spend. That is far outside what every other campaign makes, so section 10 treats it as a result to check before more money goes behind it.

Placements, sales campaigns

PLATFORM	SHARE OF SPEND	CPM	PAGE VIEWS PER LINK CLICK	ROAS
Facebook	55.5%	$7.61	33.1%	13.70
Instagram	43.5%	$13.39	46.4%	12.57
Audience Network	0.9%	$6.61	4.8%	15.87

Link-click traffic and boosted posts are left out. Platforms with under $1,000 of spend are not shown.

On the sales campaigns, Audience Network, the apps and sites outside Facebook and Instagram, had little spend and a ROAS of 15.9. Only 4.8% of its clicks became a page view, against 46.4% on Instagram. Most of the account's Audience Network spend was link-click traffic (section 11).

Markets: the other 51 countries together took $3.37 of the window's spend, so the audit reads the account as a single market, the United States.

REVIEW

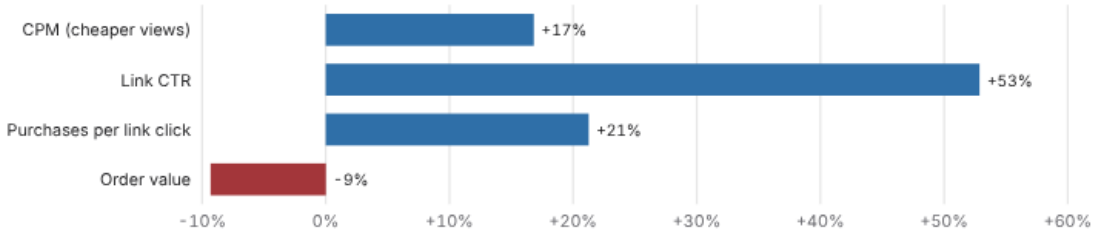
6 Funnel

On the sales campaigns, the ROAS Meta reports rose from 6.74 to 13.24 against the same six months of 2025, and cost per purchase fell from $98.88 to $45.65. Cheaper views and many more clicks did most of it. Fewer clicks show as page views, and Meta credits more purchases per checkout started.

SALES CAMPAIGNS, 30 APR TO 29 OCT	2024	2025	2026	2026 VS 2025
Ad spend	$572,444	$727,147	$376,163	-48%
CPM	$10.39	$10.93	$9.36	-14%
Link CTR	0.47%	0.62%	0.95%	+53%
Page views per link click	90.9%	52.1%	35.4%	-32%
Adds to cart per link click	23.5%	10.8%	11.9%	+9%
Checkouts per add to cart	49.1%	30.0%	22.0%	-27%
Purchases per link click	3.07%	1.77%	2.15%	+21%
Order value	$562	$666	$604	-9%
Cost per purchase	$71.78	$98.88	$45.65	-54%
ROAS	**7.83**	**6.74**	**13.24**	**+96%**

Sales campaigns are every campaign whose objective is sales. Link-click traffic campaigns and boosted posts are left out in every year, so the three columns compare the same kind of spend.

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



ROAS equals link CTR x 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. Cheaper views count as a gain.

What moved

Link CTR went from 0.62% to 0.95%, and on its own that would have lifted ROAS by 53%. CPM fell from $10.93 to $9.36.

Page views per click fell to 35.4%, from 52.1% a year earlier, while adds to cart per click rose 9%. A tap that never loads a page can't add to cart, so accidental clicks would have pushed adds per click down. The pattern points to page views being under-counted. Check the page-view tracking before judging click quality.

Credited purchases equalled 82% of checkouts started, against 55% in 2025. The counting rule applies to checkouts too, so it doesn't explain this. Purchases reach Meta with stronger customer details than checkouts (match quality 8.5 out of 10 against 7.4), so more of them can be tied to an ad. Part of the rise may be counting, not customers.

Not a change in the counting rule

Ad sets holding 40% of this window's sales-campaign spend count a sale within a day of an engaged video view, against 51% in the same months of 2025. The wider rule covered more of 2025's spend, so it doesn't explain the rise. Section 7 sets out the settings and a change Meta plans for 12 November.

REVIEW

7 Measurement

Meta credits the ads with 12.3% of the store's orders. The store's server reports each purchase to Meta, and between 2 and 29 October Meta tied that share of them to an ad. Purchases carry the click ID that links a sale to an ad click a fifth as often as page views do, which weakens both the count and Meta's delivery.

2 TO 29 OCTOBER 2026	COUNT	WHAT IT IS
Purchases sent by the server (Conversions API)	All	The store reporting each order to Meta directly. The closest count to real orders.
Purchases seen by the browser pixel	51%	51% of the server count. Ad blockers and phone privacy settings hide the rest.
Purchases Meta credits to the ads	12.3%	Under each ad set's counting rule (below).
Credited share	**12.3%**	**Credited purchases as a share of server purchases.**

Server and browser counts: Events Manager's 28-day view, its six-hour series summed.

The click ID is missing

The click ID (fbc) is a short code Meta adds to a link when someone clicks an ad. When the store sends it back with the order, Meta can match the sale to the click with certainty. Only 1.6% of purchase events carry it, against 8.0% of page views and 7.9% of adds to cart. Only visitors who clicked a Meta ad carry it, so page views set the ceiling, and purchases should carry it about as often. Match quality for purchases scores 8.5 out of 10, but email and phone match people, not clicks.

The fix is in the store's server setup: read the fbc value from the site's first-party cookie (or from the fbclid in the landing address) and send it with every server event. The store platform's own Meta channel does this when it is set up to share full data. The week 1 check is the purchase coverage figure in Events Manager. It should rise to the page-view level, about 8%, once the fix is live. It can't reach every purchase, because only buyers who clicked a Meta ad carry the code.

Copied events and unconfirmed domains

Of the dataset's 16 event names, 4 are custom events that copy standard ones. Custom events don't count as Meta's standard purchase, and Events Manager shows a notice that custom events are blocked, so the copies don't inflate the purchase count. Delete them to tidy the dataset.

Meta asks the store to confirm or block 50 other domains that send data into the dataset. Block any that aren't the store's.

How a sale is counted

COUNTING RULE (ATTRIBUTION SETTING)	SHARE OF SPEND
7-day click and 1-day view	47.5%
7-day click, 1-day view and 1-day engaged video view	32.6%
1-day click (the link-click traffic campaigns)	18.2%
7-day click only	1.6%

View-through and engaged-view sales credit the ads with sales that would partly have happened anyway. The plan reads every result on the same rule, and the lift test (section 19) measures what the ads add on their own.

The connector used here doesn't say whether a sale is booked on the ad's day or the sale's. If it is the day of the ad, the window's last week is short of sales still to come from its clicks. Over the last 7 days the sales campaigns made a ROAS of 8.0, against 9.3 over the 21 days before, so read the last week as provisional.

A change Meta plans for 12 November. Events Manager shows a notice: "On November 12, 2026, all eligible pixels will start measuring conversions on customer devices." "You can opt out anytime in Events Manager." It falls in the baseline week; opt out in week 1 until the lift test is read, so every period is counted the same way.

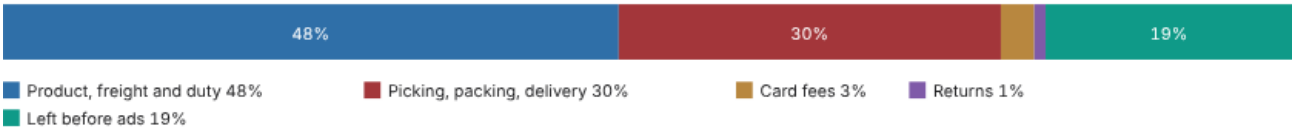
REVIEW

8 Unit economics

The average order of $604.21 leaves $115.58 before ads, a margin share of 19.1%. Break-even is a ROAS of 5.23 on Meta's count, and the window's 10.81 cleared it with room to spare. Two inputs are judgment calls: the refund rate and one product's delivery fee. On the lower fee reading, the average order leaves $172 (28.5%) and break-even falls to 3.51.

The average order is built from one product of each line at today's store price. Product cost: the median of comparable factory listings, freight to a US warehouse and the duties in force on 30 October 2026. Delivery: a researched home-delivery fee for each item's size. Returns: a 5% refund rate on every line, net of the fees the policy charges. The refund rate is the other judgment call: low for furniture because the policy is strict (section 16). Each extra point moves break-even by 0.05; the window would break even only at 61% refunds. Shares are rounded to the nearest five points; card fees and returns take the rest.

Where the average order's money goes



From an order to break-even, in three steps

1. **The average order.** The window's $604.21 is reproduced as a mix of bundles and single items. It costs $488.63 and leaves $115.58, a margin share of 19.1%.
2. **Break-even on Meta's count.** One divided by the margin share: a ROAS of 5.23, or a cost per purchase of $115.58. On the lower fee, 3.51.
3. **Break-even on the store's count.** If every store order counted as won by the ads, break-even in Ads Manager would be 0.64 (5.23 x the 12.3% of store purchases Meta credits). That is far too generous at so small a credited share, so this audit reads every result on Meta's count.

What the window earned. On Meta's count, the window's $4,978,703 of credited sales left $491,930 after $460,463 of ads. The sales campaigns alone left $576,230; the link-click traffic, with no sales Meta can see, took the difference.

One delivery fee, a judgment call. The researched fee for the bulkiest item applies the size rule to the carton's dimensional weight; on its unit weight it would be less than half as much, and break-even would fall to 3.51. Until week 1 brings the real cost, the plan's minimums use the higher fee.

REVIEW

9 Audiences, retargeting and retention

Most of the money now goes to Advantage+ campaigns, where Meta picks the audience. The audiences the store still controls are its exclusions, and one of them is a customer list that has not been updated for over a year.

Who the spend reached

TARGETING TYPE (AD SETS WITH SPEND)	AD SETS	SHARE OF SPEND	ROAS
Advantage+ audience (Meta chooses)	23	55.6%	9.86
Link-click traffic and boosted posts	10	18.3%	0.00
Warm: site visitors and buyers	2	10.7%	14.29
Interests	2	7.6%	15.85
Broad: no audience set	1	4.4%	48.01
Lookalike of past buyers	1	3.4%	14.02

The broad row is the older static campaign of section 5, which is why its ROAS is so high. The warm and lookalike rows rest on few ad sets and few purchases each.

Saved audiences

The account holds 365 saved audiences: 212 lookalikes, 144 website audiences, 5 engagement audiences and 4 customer lists. Ad sets that spent in the window use 28 of them, almost all as exclusions that keep past buyers out of prospecting.

AUDIENCE IN USE	TYPE	LAST UPDATED (META)	USED BY	SPEND EXCLUDING IT
A customer list of email addresses	Customer list	Over a year before the window ended	24 ad sets	$219,963

This list is stale under the audit's rule: it is a customer list, an ad set with spend still excludes it, and Meta shows its last update before the window began. It misses every buyer since then, so those buyers can now see prospecting ads, unless the 180-day buyer exclusion below catches them. The email master list next to it was updated in October, so the fix is to refresh or replace the old list with the current one.

None of the audiences in use has a delivery or operation problem in Meta's own status. Meta reports a size of 20 for 24 of the 25 website and engagement audiences in use, including the main purchaser exclusion, which covers 180 days. A store of this size cannot have only 20 buyers in 180 days, so either Meta no longer reports these sizes or the rules behind them stopped matching. Meta does not document the value; checking the sizes in Ads Manager is a week 1 task. If that exclusion has stopped matching, every buyer since the customer list's last update can reach prospecting. Of these audiences, 8 were built before 2022 on rules that read the page address, and addresses on the store have changed since.

Overlap between ad sets

An approximation from the targeting settings; Meta's audience overlap tool was not available. The three Advantage+ sales campaigns (static testing, catalog and video) ran broad Advantage+ audiences for purchases in the United States, and all three spent in 27 of the 27 weeks, $305,019 in those weeks. They compete for the same people. That is normal for Advantage+; move budget between them in small steps.

Retention

Nursery furniture is bought once per child, so repeat orders come from the next stage (toddler and big-kid rooms) and the next baby. That is a job for email (section 13) more than for paid retargeting. Warm ad sets took only 10.7% of the spend.

REVIEW

10 Creative

New ads get enough money to read: only a handful of the ads launched in the window spent less than $50. What wore out is the older creative. The four largest sales ads all lost ROAS over their last 16 weeks, and the bundle carousels have stopped. Static images lead on ROAS only because of one ad that needs checking.

THE LARGEST SALES ADS, WITHOUT CATALOG ADS	SPEND	SHARE	ROAS
Carousel: cribs and nursery furniture	$19,475	4.2%	15.85
Video: cribs and nursery furniture	$18,366	4.0%	9.90
Static image: cribs and nursery furniture	$17,882	3.9%	47.44
Carousel: cribs and nursery furniture	$15,331	3.3%	14.20
Carousel: cribs and nursery furniture	$13,695	3.0%	17.10
Video: cribs and nursery furniture	$11,834	2.6%	8.39

Catalog ads are read together in the Formats table and in section 12; link-click traffic is in section 11.

Testing

About a hundred new ads spent in the window, with a median of $451 each, and together they took 39% of the spend. The other 61% went to older ads, including older bundle carousels that made a ROAS above 14.2 in the window and have since stopped.

Formats

FORMAT (SALES CAMPAIGNS)	SHARE OF SPEND	ROAS
Catalog ads	26.4%	15.80
Carousel	16.5%	14.00
Static image	32.1%	14.26
Static image, without the one ad below	-	8.50
Video	23.2%	9.08
Animated image	1.2%	5.04
Partnership videos with creators	0.6%	2.06

Catalog ads (15.8) and carousels (14.0) show whole products and sets with their prices, and they lead. Static images made 14.26. Without the one static ad at 47.44, which is being checked, they made 8.50, below video's 9.08. Of the video ads, the one that worked best opens on a claim in its first second with a ROAS of 16.07. A small creator test is too new to judge.

Why video gets half the budget

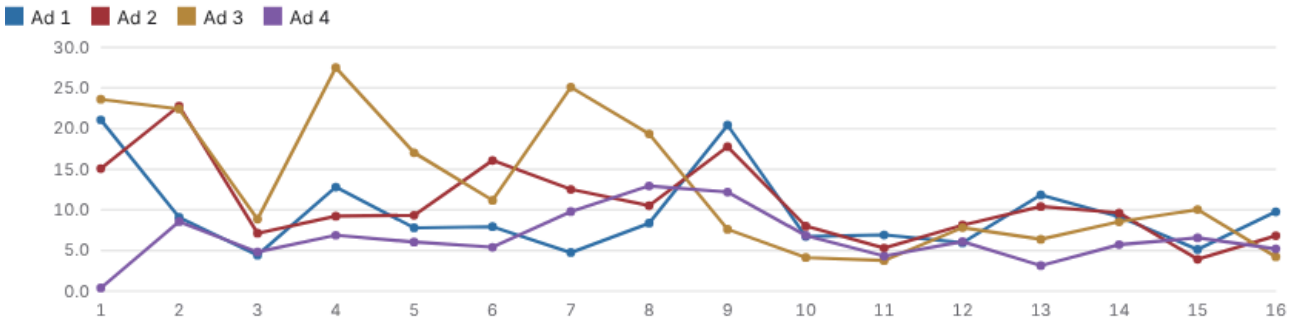
The store keeps video running to give it "a place in the funnel" and to build up video views. The account works against both reasons. The campaign's objective is sales, so Meta spends it looking for purchases, not views. No ad set that spent in the window targets the people who watched, so the views feed nothing. Building view audiences for a later retargeting step is an older setup, and here nothing does the retargeting.

Over the last 28 days video took 50% of the sales budget at a ROAS of 4.4, under break-even (5.23). On 52% of its spend that count already includes purchases within a day of an engaged view, 10 seconds of a video. Section 19 cuts video to a quarter of the stepped budget until new videos lift it.

ROAS by month and campaign type (months with at least $500 of spend)

	May	Jun	Jul	Aug	Sep	Oct
catalog ads	21.6	16.0	18.2	9.0	12.4	8.7
static creative testing	9.4	5.9	10.6	6.5	7.6	3.1
video	10.3	9.0	11.3	8.4	9.1	4.3
carousels	24.3	11.8	15.7	6.9	20.2	
interest targeting	21.1	13.6	16.3	7.5		
older static campaign	18.4	11.4	43.6	87.9	91.1	52.6

ROAS by week, the four largest sales ads, each over its last 16 whole weeks with spend (week 1 = oldest)



All four fell from their first 4 weeks to their last 4. One ad fell most, from 21.6 to 8.2, and has since stopped; the others still run.

A result to check before scaling

A static ad for a best-selling crib made a ROAS of 47.44, more than four times the account's 10.81. It runs in a campaign with no audience settings, where Meta also shows ads to existing customers, and most of its credit can come from people who saw it and later bought anyway. Before more money goes behind it, check its share of new customers in Ads Manager and read it on a 7-day click count.

Names

About a fifth of the ads are named only by a format and a number or a date, so their product and angle can't be read in a report. The naming rule in section 22 fixes this for new ads.

Keep, fund, retire

- **Keep:** the catalog ads, with the fixes in section 12, and the claim-led video while its ROAS holds.
- **Restart:** the bundle carousels, only with new ads on in-stock bundles (section 22).
- **Fund:** new statics and carousels on nursery sets with the set price on the image, and new videos that open on a claim or a price in the first second.
- **Retire:** videos that stayed under a ROAS of half the sales-campaign average after $1,000 of spend, and ads with number-only names once a renamed copy runs.

REVIEW

11 Link-click traffic

The account spent $83,602 on traffic campaigns optimized for link clicks, with no purchase tracking: 18.2% of the window. Almost all of it, $79,608, went to one campaign. Meta can count the clicks but not one sale, so nobody can say from this account whether that money paid.

LINK-CLICK TRAFFIC, 30 APR TO 29 OCT 2026	VALUE
Campaigns	5
Spend	$83,602
Cost per link click	$0.33
CPM	$4.43
The largest campaign: spend	$79,608
The largest campaign: share of its spend on Audience Network	12.9%
The largest campaign: highest ad set frequency	8.2
Optimized for	Link clicks
Purchases Meta counted	0

What the money bought

Every ad set in these campaigns optimized for link clicks, so Meta looked for the cheapest clicks it could find: $0.34 each on the largest campaign. 19% of its clicks came from Audience Network, the apps and sites outside Facebook and Instagram, and only 16.9% of the link-click traffic's Audience Network clicks became a page view. One ad set, named for Audience Network, spent $11,025 at a frequency of 8.2, so the same people saw the ad about eight times each.

What Meta can't see

These campaigns have no purchase tracking, so Meta counts no sales from them, whatever they bring.

Keep it running, and make it measurable

1. **Buy better clicks, from week 1.** Turn Audience Network off and switch the goal from link clicks to landing-page views. Meta already records page views on these ads, 26% of the largest campaign's clicks, so it can look for people who wait for the page to load. Split the ad set that reached a frequency of 8.2 and refresh its ads.
2. **Measure the sales with a geo holdout.** For 4 weeks from 9 November, hold the ads back from a matched 25% of the audience and keep them running for everyone else, then compare sales between the two groups.

Fund it on its own budget

Keep this traffic out of the sales budget and the ROAS figures in this plan. Once the holdout is read, in week 6, keep the budget only where the extra sales it shows cover what the ads cost.

The audit only shows that this spend can't be read in Meta, and how to make it readable.

REVIEW

12 Catalog and product feed

Catalog ads took 21.5% of the spend at a ROAS of 15.82, the best of the large campaign types. More than half the catalog's items are out of stock, which limits what the catalog ads can show. Only 60% of the product IDs in purchase events match a catalog item.

CATALOG CHECK	VALUE	WHAT IT MEANS
Items out of stock	Over half	They can't appear in catalog ads.
Items with one image	Over half	Some placements use extra images; one image limits them.
Product IDs in purchase events matched to the catalog	60.4%	For adds to cart the match is 95.8%.
Interactions without a product ID	104	Meta can't tie these to any product.
Meta's health checks failed	3 of 13	Visibility in ads, policy and visibility in shops.

All 8 cribs in the product table below were in stock on 30 October. Match rates: 1 October 2026 to 28 October 2026, from the catalog's event sources.

Purchases that don't match

When a purchase reports a product ID that isn't in the catalog, Meta can't learn which products sell. Adds to cart match at 96% and purchases at 60%, so the problem is in the purchase event. The purchase event likely sends a different ID (a variant or parent ID) from the feed's. Send the same ID in both, then check the match rate in the catalog's event sources.

Which products get the money

PRODUCT IN THE CATALOG ADS	SPEND	SHARE	ROAS ON THE PRODUCT SHOWN
Convertible crib A	$23,441	23.6%	4.69
Convertible crib B	$18,025	18.2%	2.95
Convertible crib C	$12,461	12.6%	2.99
Convertible crib D	$7,961	8.0%	3.66
Convertible crib E	$7,547	7.6%	0.00
Convertible crib F	$7,528	7.6%	4.43
Convertible crib G	$3,071	3.1%	0.00
Convertible crib H	$2,404	2.4%	8.79

Counted product by product, Meta credits the catalog ads with fewer than a third as many purchases of the product shown as purchases of anything. Most sales the catalog ads get credit for are of other products. Their average order is worth more than a crib on its own. The cribs E and G took $10,619 between them without one sale of either. Counted only on the product shown, 7 of the 8 cribs fall under break-even.

What to change

- Exclude out-of-stock items from every product set the ads use; rebuild the crib set on in-stock items with several images.
- Test multi-item bundles in the catalog ads; the orders these ads are credited with already exceed a single item.
- Give each item at least three images (room shot, product on white, a detail), the room shot first.
- Fix the purchase product ID so purchases match as often as adds to cart.

INSPECTION

13 Email marketing

Without access to the email platform, the audit reads what the site itself shows: the forms published in the email platform, the checkout, the account page and the product registration form. The sign-ups pull in different directions. One form collects phone numbers without recording consent to texts.

WHERE PEOPLE SIGN UP	WHAT IT ASKS	WHAT IT OFFERS	WHAT SHOULD FOLLOW
Pop-ups and in-page forms	Email, and on some a phone number	Several offers that overlap	Welcome series, then nursery planning by stage
Waitlist	Email	An alert when the product is back	Back-in-stock alert, then similar items in stock
Checkout	A news tick box	None	Abandoned checkout, then post-purchase
Account	Name, email, password	No opt-in to marketing	Order emails only
Product registration	Contact and product details	Safety alerts and recalls	Safety notices only, never marketing

Overlapping offers

The forms carry several sign-up offers that overlap and don't apply alike to every product.

Pick one sign-up offer that applies to every product, price it from the margin in section 8, and test it against the current offer on the same pop-up (section 17 sizes the test).

Phone numbers without consent to texts

A sign-up form collects phone numbers but doesn't record consent to texts. Unless another step records it, the email platform won't send marketing texts to those numbers.

- Check a recent sign-up's profile from that form in the email platform for consent to texts, and whether its code went out.
- Take the number through a field that records consent, with the disclosure, make the number optional.

Out of stock: a waitlist, and what follows it

Over half the catalog is out of stock (section 12), and some products are listed with every option sold out. Sold-out options offer a waitlist, so the store does collect the people who want them. The audit can't see the email that follows. Check that every waitlist sign-up gets a back-in-stock email, with similar in-stock items if stock doesn't return, and restock first what the waitlists ask for.

Nothing asks when the baby is due

No form asks when the baby is due, though nursery buying runs on that date: a crib before the birth, a toddler bed a year or two later. Ask it as an optional one-click question in the first welcome email and use it to time the emails. Keep it in the email platform, never in Meta.

Product registration

The US rule for durable infant and toddler products (16 CFR 1130) sets the wording of a registration page and limits which contact fields it may require.

Have whoever handles compliance check the store's registration form and page against these points; this is a marketing audit, not legal advice. Registration data stays out of the email platform and out of Meta.

INSPECTION

14 Landing pages

The largest ads lead with claims about the brand that need proof on file. A catalog ad carries a product claim under every product it shows. Other large ads sell on price and urgency.

AD, SPEND IN THE WINDOW	WHAT IT PROMISES	WHERE IT LANDS	WHAT THE PAGE AND POLICIES ADD
The catalog ads, $99,159	Brand claims	Each crib's product page	The same text prints under every crib in the product set
Bundle carousels, $48,502	Price and urgency	The bundles page	The price, and nothing on terms
Discount static, $9,967	A discount	The bundles page	The price, and nothing on terms
Brand video, $11,834	Brand claims	-	None

Claims that need proof on file

The largest ads carry comparative claims that need proof on file. Keep the basis for each on file, with its date and source, or swap the line for a fact the brand can show, such as a test result or the years in business.

A product claim under every product

The catalog ad's text is the same for every product the set shows, so a product claim in it prints under every crib. A claim about one product belongs only on that product. Check each crib in the set, and move any claim that isn't true of all of them out of the shared text.

Price and urgency

The set ads sell on price and urgency. Where return terms are restricted (section 16), the ads needn't say so, but the product page and the cart should, before checkout.

On a computer

On a laptop-sized screen, a crib page puts the price just below the first screen and the first add-to-cart button further down, with a sticky add-to-cart bar once the page scrolls. A bundle page puts its total and button further down still. Section 15 covers the same pages on phones.

INSPECTION

15 Website test

On a phone, the pages the ads land on are slow. In Google's test, the main image on a crib page appears well past Google's mark for poor on a mid-range phone, against Google's mark of 2.5 s for good. One page is the worst, with a layout that jumps as it loads. On a computer the pages load quickly enough, but the button that matters sits below the first screen.

Speed

Google PageSpeed Insights lab test, 30 October 2026: an emulated mid-range phone on a slow mobile connection, or a computer. Google rates the main image good within 2.5 s and poor after 4.0 s, and layout shift poor above 0.25. A lab test is one load; real visitors' times vary.

What slows the pages

- **Images.** PageSpeed estimates the crib page could send well over a megabyte less on a phone by sizing and compressing its images.
- **Scripts.** Scripts hold up the phone while they run, longest on the worst page. PageSpeed points to unused code and to scripts from other companies.
- **One page moves.** Its layout shift of well above Google's mark for poor means buttons and prices jump as it loads, which is where taps go astray.

Meta counts a landing-page view only once the page loads and the pixel fires, so a slow page lowers the page-view rate in section 6. The fix: make the images fit the phone, load the outside scripts after the page, and hold space for that page's blocks before they arrive.

On a computer

Measured in a laptop-sized window, crib pages run to about ten screens or more. The price sits just below the first screen, with the first add-to-cart button below it, and most tap targets are smaller than phones need.

Two checks to run on real phones, from a live ad

The phone layout wasn't measured from here; these checks cover it.

1. Open the best-selling crib ad on an iPhone and an Android phone, tap through, and time how long until the price and add-to-cart show.
2. Add the crib to the cart and read the subtotal: is an optional extra already in it, and does the checkout total match?

INSPECTION

16 Offer and returns

Some return terms are disclosed late, on the returns page. Shipping terms are hard to find before checkout too.

LAYER	WHAT THE STORE DOES
Prices	Inside the market's main price band (section 18)
Shipping	Terms hard to find before checkout
Sign-up offers	Several, overlapping (section 13)
Return terms	Some stated only on the returns page
Claims	Claims in ads and on the site need evidence on file (see Exposure)

Promised against written

- **Some return terms aren't shown before checkout.** A buyer finds out on the returns page, after the money has gone.
- **Shipping terms are hard to find before checkout.** A buyer can't easily check what delivery will cost.

The terms are the store's to set, and they protect it from the freight cost of returns. Change 2 under What to change tests what they cost in sales.

Exposure

A marketing audit, not legal advice. Each point is for whoever handles compliance to check.

- **Claims.** Claims in ads and on the site should rest on competent and reliable evidence, the FTC's standard. Keep the evidence on file, or replace each line with the specific fact behind it.
- **Reviews.** Review claims in ads and on the site should be traceable to its sources. The FTC's rule on consumer reviews (16 CFR 465) bars misrepresenting reviews. Section 17 notes reviews in the cart that need checking.
- **Reference prices.** Some products show a compare-at price, a former price, above the selling price. Under the FTC's pricing guides (16 CFR 233), a former price should be one the item was openly sold at for a reasonable period. Keep the price history.
- **Text messages and registration.** See section 13: a form that collects phone numbers without recording consent to texts, and the registration rule for infant products.

What to change

1. **Show the return terms before checkout**, on the product page and in the cart.
2. **Test a more lenient return term.** The test reads orders against returns at 60 days, which show what the change costs.
3. **State the shipping terms** on the product page and in the cart, and in the ads.
4. **Make optional extras opt-in, and say what each covers.**

INSPECTION

17 Checkout and tests

The path from crib to payment is short and standard, with express payment and pay-later at the top. Three things on the way cost trust. An optional extra is pre-selected in the cart, the delivery cost waits for checkout, and the cart doesn't show the return terms.

The path, walked with nothing entered

Product page	Price and add-to-cart on the right; on a computer the first button sits below the first screen, with a sticky bar once the page scrolls (section 14).
Cart	An optional extra is pre-selected, and shipping costs wait for checkout. Product suggestions and reviews sit around it.
Checkout	Express payment first, then email with a news tick box, the address, a phone number, and payment by card or in installments. Shipping cost appears only at checkout.

Corrections, for every visitor

1. **Make the optional extra opt-in.** Offer it as a tick box the buyer chooses, and make the cart and checkout totals agree.
2. **Show delivery before checkout.** Show the delivery cost on the product page and in the cart (section 16).
3. **Show the return terms in the cart.**
4. **Check the reviews.** Some reviews shown in the cart need checking. Confirm each review shown traces to a real buyer. The FTC's rule on consumer reviews (16 CFR 465) bars reviews from people who don't exist, including AI-written ones. A marketing audit, not legal advice.

Split tests, in order

TEST	READ ON	EFFORT
1. A more lenient return term against today's (section 16)	Orders per visitor on the products it covers, and returns at 60 days	Policy change, page copy
2. A sign-up offer that applies to every product, against the current one (section 13)	Sign-ups per visitor, and first orders per sign-up	Form copy, code set-up
3. Delivery cost stated on the product page	Adds to cart per product-page visitor	Theme change
4. Price and add-to-cart within the first screen on crib pages	Adds to cart per product-page visitor	Theme change

How to run them

Split visitors half and half in the store's testing tool, not by ad set, so the store counts every order. Run one test at a time, start it in a week when the ladder holds, and read it only at its planned end.

On ad traffic alone, the sales campaigns now bring about 470 landing-page views a day, 64% of the window's average. A test read on adds to cart per visitor (23.1% on Meta's count) needs about 22 days to detect a 10% lift. A test read on purchases per visitor (4.8%) needs about 130 days, and a test read on set orders alone needs longer still. The store's own visitor and order counts, from every channel, give the real rates in week 1 and shorten each figure.

REVIEW AND INSPECTION

18 Competitors

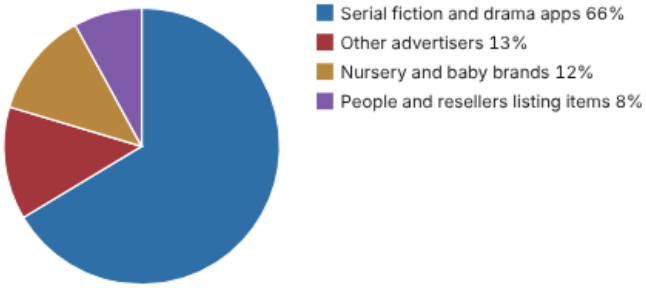
The store is priced inside the market's main band. No rival leads with a complete nursery in one order.

Who buys the auction

The 10 Ad Library searches for nursery words returned the first 50 active US ads each: 500 ads from 104 advertisers. 66% came from serial-fiction and short-drama apps, matched on words in their story text, and only 12% from 15 nursery and baby brands.

The searches: crib, convertible crib, nursery furniture, baby furniture, glider, nursery set, toddler bed, kids furniture, baby dresser and bassinet.

Who runs the ads that use nursery words (500 active US ads)



Nursery rivals differ widely in how many live ads they run.

The offers side by side

The rivals' return and shipping terms vary.

What the rivals say

Rivals' ads lead on price, a single product, discounts, design or the finished room. Few live ads lead with safety.

Positions nobody holds

1. **The complete nursery in one order.** Among the live ads read, none leads with a whole nursery bought and delivered together.
2. **Show safety testing.** Few live ads lead with safety. Footage of a crib being tested, in the store's own film, gives a reason to buy that doesn't depend on price.

FULL AUDIT

19 90-day plan

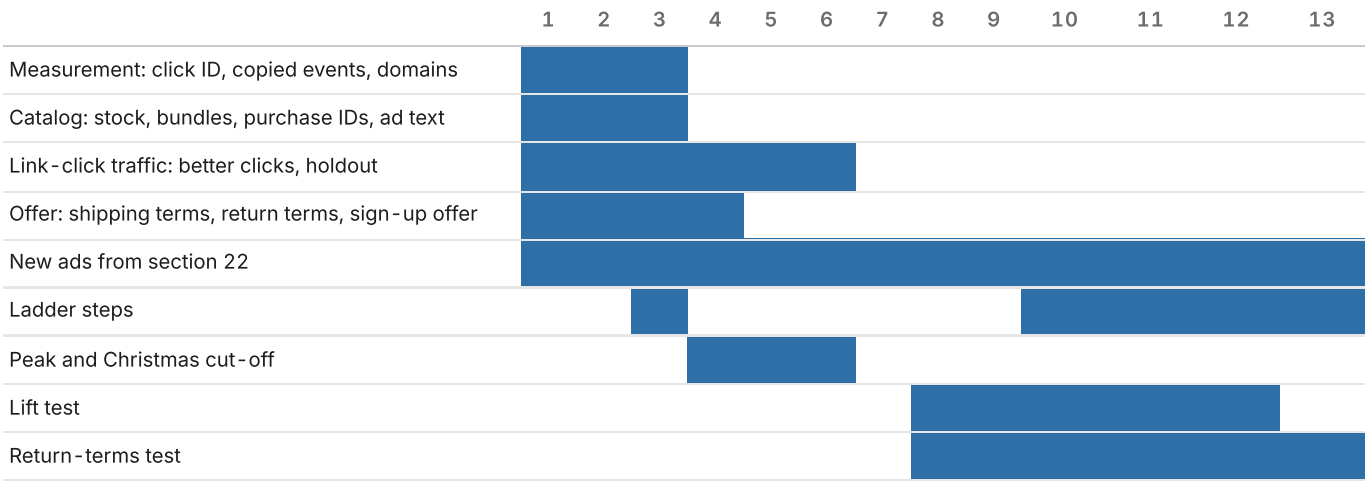
The plan runs 90 days from 2 November. Phase 1 (weeks 1 to 3) fixes what distorts the reading, holds week 2 still to read the baseline, and takes step 1 on 16 November. Phase 2 (weeks 4 to 9) runs Black Friday to Cyber Monday at $5,400 a day and holds the step reached through Christmas, while the lift test starts. Phase 3 (weeks 10 to 13) climbs a step a week while each step passes its checks, towards about $3,800 a day. Link-click traffic keeps running on its own budget while its sales are measured.

Campaigns and budgets a day

SALES CAMPAIGN	LAST 28 DAYS	ROAS, LAST 28 DAYS	SHARE OF THE STEPPED BUDGET	AT THE START	BLACK FRIDAY TO CYBER MONDAY	AT STEP 5
Advantage+ catalog ads	$241	8.4	50%	$520	$2,570	$1,520
Advantage+ video	$646	4.4	25%	$260	$1,285	$760
Bundle carousels (restarted with new ads)	$0	-	15%	$156	$771	$456
Older static campaign	$111	53.2	10%	$104	$514	$304
Static and carousel testing, budget fixed	$285	3.2	-	$260	$260	$260
Total	**$1,284**	**9.1**	**100%**	**$1,300**	**$5,400**	**$3,300**

- The catalog ads are the only large campaign above break-even (5.23) over the last 28 days, so they take half the stepped budget.
- Video took 50% of the budget at 4.4, under break-even, and drops to a quarter until new videos lift it.
- The older static campaign stays near today's level until its week 1 check (section 10).
- The testing campaign keeps a fixed budget and isn't stepped, so new ads can enter it in any week.
- A stepped campaign under break-even over its last 14 days gets none of a step; its part goes to the catalog ads. The peak and step 5 columns assume every stepped campaign is above break-even.

Workstreams



Weeks run Monday to Sunday from 2 November; week 13 starts on 25 January.

Week by week

WK	DATES	BUDGET A DAY	WHAT HAPPENS
1	2-8 Nov	$1,300	Fixes: click ID; copied events deleted; domains confirmed or blocked; out-of-stock items out of every product set; shared catalog-ad text cleared of claims without proof on file; link-click traffic on page views without Audience Network, links tagged; the new split live; new statics and bundle carousels from section 22 live; older static checked; on-device measurement decided.

WK	DATES	BUDGET A DAY	WHAT HAPPENS
2	9-15 Nov	$1,300	Hold: nothing changes in the sales campaigns. Shipping terms, return terms in the cart and the protection-fee default live on Monday. Baseline read for the step checks. The link-click traffic's holdout starts, for 4 weeks.
3	16-22 Nov	$1,600	Step 1 if its checks pass. Peak creative approved.
4	23-29 Nov	$3,229	Hold. Black Friday from 27 Nov at the peak budget.
5	30 Nov-6 Dec	$2,143	Cyber Monday, then back to the step reached. Christmas cut-off in ads and on the site from 1 Dec.
6	7-13 Dec	$1,600	Hold. Last ground ship date for Christmas, set from the stated delivery time; gifting creative after it. Holdout read.
7	14-20 Dec	$1,600	Hold. Lift test and return-terms test set up.
8	21-27 Dec	$1,600	Hold. Lift test starts on 21 Dec, for 4 weeks; return-terms test starts.
9	28 Dec-3 Jan	$1,600	Hold.
10	4-10 Jan	$1,900	Step 2 if its checks pass.
11	11-17 Jan	$2,300	Step 3 if step 2 read well. Lift test ends on 17 Jan.
12	18-24 Jan	$2,800	Step 4 if step 3 read well. Lift test read.
13	25-31 Jan	$3,300	Step 5 only if the lift test shows the ads add sales on their own.

Budgets are the planned average a day for the week on the sales campaigns, including the testing campaign; a step whose read falls short holds where it is. The 90 days run from 2 November to 30 January, a day short of week 13's end.

Phase goals

PHASE	DONE WHEN
1. Fix and start (weeks 1 to 3)	• Purchases carry the click ID as often as page views (from 1.6% against 8.0%). • Copied events deleted and the domains confirmed or blocked. • No out-of-stock item in the ads' product sets, and purchase product IDs matching the catalog as often as adds to cart do. • Link-click traffic on better clicks, and its holdout running. • Step 1 live and read at or above 7.84 on the extra spend.
2. Peak and Christmas (weeks 4 to 9)	ROAS at or above break-even (5.23) every week; the cut-off shown from 1 Dec; the lift test and the return-terms test live from 21 Dec.
3. Test and climb (weeks 10 to 13)	Steps 2 to 4 read against their checks; the lift test read; step 5 taken only on its result; the return-terms test still running to its planned end, after this plan.

What the team needs from the store

BY	WHAT
Wk 1	• The store's orders by channel for October, its refund rate, and what it pays to deliver its bulkiest items. • The warehouse's handling time before dispatch. • Whether every crib in the catalog ads' product set backs the claim in the shared ad text. • Developer time for the click ID and the copied events. • Access to the sales data the holdout reads. • A decision on Meta's on-device measurement from 12 November. • The compliance checks flagged in sections 13, 16 and 17.
Wk 1	Sign-off on the shipping terms, the return terms and the sign-up offer; the brand's own footage for the new ads.
Wk 3	The product feed and purchase event sending the same product ID.
Wk 6	Approval for the lift test, a share of the audience held back from the sales campaigns for 4 weeks, and for the return-terms test.

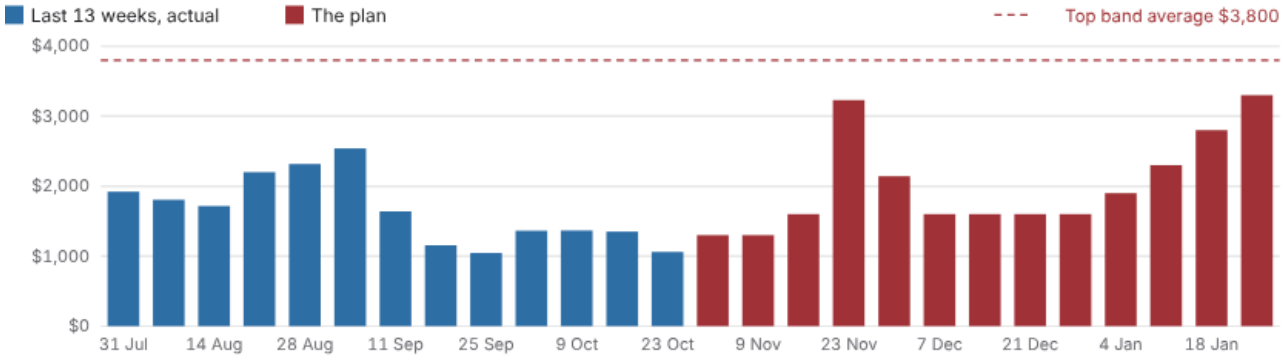
FULL AUDIT

20 Budget ladder

The sales campaigns spend $1,284 a day now, well below the window's average of $2,056. The plan raises that budget in steps of about a fifth. Each step runs for a week and is then checked: did the money it added bring back enough extra sales? If yes, the next step follows. If no, the budget stays where it is.

The steps stop at about $3,800 a day, the average of the window's top band, because the window has little evidence above it. They go past it only if the lift test shows the ads add sales on their own. Inside the 90 days the budget reaches step 5, $3,300 a day, if every step passes.

Sales-campaign spend a day by week (week starting): the last 13 weeks, then the plan



STEP	BUDGET A DAY	SIZE	EARLIEST	ROAS ON THE CURVE	ROAS ON THE EXTRA SPEND, ON THE CURVE
Today	$1,300	-	2 Nov	9.5	13.4
1	$1,600	+23%	16 Nov	10.3	14.6
2	$1,900	+19%	4 Jan	11.1	15.6
3	$2,300	+21%	11 Jan	12.0	16.9
4	$2,800	+22%	18 Jan	13.0	18.4
5	$3,300	+18%	25 Jan	13.9	19.7
6	$3,800	+15%	After the plan	14.7	20.8

The curve is the window's fitted relation between daily spend and Meta-credited sales (section 2); it describes only the range the window covered. All of this is the US, which took almost all of the window's spend.

How a step is judged

A step is judged on the money it added, not on the account's average ROAS. The average still carries the sales of the old budget, so it can look healthy while the extra money earns little.

Take step 1. It adds $300 a day, or $2,100 over its week. To pass, the stepped campaigns' credited sales that week must beat the week before by at least $16,467. That is a ROAS of 7.84 on the extra money, the minimum the plan accepts.

The minimum is one and a half times break-even (5.23). At break-even the extra money would only pay for itself, $10,978 of sales here. The margin above it covers two things: Meta credits some sales the ads didn't cause, and a single week's read is noisy.

The four checks before each step

CHECK	PASSES WHEN	WHY IT MATTERS
1. Nothing else changed	The stepped campaigns ran 7 days with the same ads, audiences, settings and site offer. New ads go only into the testing campaign.	Any change in sales can then be put down to the budget.
2. The extra money paid	ROAS on the step's extra spend is at least 7.84, against the 7 days before. The testing campaign, whose budget doesn't move, should hold steady over the same days.	The testing campaign shows what the week would have done anyway, such as a sale or a slow week.

CHECK	PASSES WHEN	WHY IT MATTERS
3. Meta can see who clicked (step 1 only)	Purchases carry the click ID at least as often as page views do (8.0% in October).	Without it Meta misses buyers who came from an ad, and every step reads low.
4. The count and the orders are stable	The credited share stays within 15% of its week 2 reading, and order value is no more than 10% below the window's $604.	If either moves, a change in ROAS could come from counting or from cheaper orders, not from the budget.

A check that can't be read counts as failed, and only one step is taken at a time.

A step read at the end of its week may still be missing sales from its last days (section 7), so the read leans low; that errs towards not climbing. The minimum uses the higher delivery fee; on the lower reading it would be 5.26 (section 8). Week 1's costs reset both.

When a step fails, and the calendar

- A step whose read falls short holds where it is: no further step until a weekly re-read passes.
- Fall back a step if ROAS on its extra spend, re-read weekly against the same days before, is more than 5% below the minimum two weeks running.
- No step from 23 November to 3 January: sale days and the Christmas cut-off make the extra spend unreadable.
- Black Friday to Cyber Monday run at $5,400 a day outside the ladder, then spend returns to the step reached.
- Tests start only in a week with no step; one site test at a time.
- No step after the lift test ends until it is read. If it shows the ads add much less than Meta credits, the ladder holds where it is.

FULL AUDIT

21 Seasonal plan

The last two peaks converted far better than the weeks before them. Both ran at $7,492 and $8,435 a day and still made 8.8 and 12.3. The plan's $5,400 a day, close to the window's highest day of $5,485, sits below spend levels that have paid before.

	SPEND A DAY, 4 WEEKS BEFORE	ROAS	COST PER PURCHASE	SPEND A DAY, BLACK FRIDAY WEEK TO CYBER MONDAY	ROAS	COST PER PURCHASE
2024	$6,018	5.81	$78.12	$7,492	8.75	$54.48
2025	$6,584	6.55	$82.30	$8,435	12.27	$42.36

Whole account, Meta's count. November and December took 24% of 2024's spend and 24% of 2025's. Section 4 shows ROAS by calendar month across three years.

How to run this peak

- **Budget.** $5,400 a day on the sales campaigns from 27 to 30 November, in the planned split, then back to the step reached. The past peaks are whole-account figures; the plan covers the sales campaigns only.
- **Lead with bundles, not deeper discounts.** A non-price incentive on bundles keeps the price intact (section 16).
- **Stock first.** Out-of-stock items out of every product set in week 1, and sets in the catalog ads as their own set (section 12).
- **The Christmas cut-off.** Count the store's stated delivery time back from 24 December to set the last ship date. Confirm the warehouse's handling time in week 1, and show the order-by date in ads and on the site from 1 December. After it, switch the ads to gifting: a nursery delivered in the new year, or a gift card.
- **New ads before the peak.** The first concepts from section 22 live in week 1, so the peak runs on ads that have already been read.

FULL AUDIT

22 Creative directions

Ten new concepts to test over the next 90 days: four static images, four videos and two carousels. Each one builds on what already works in this account or on a gap in what the competitors in section 18 run. A static is shown as the finished ad. Each video and carousel is shown as one storyboard image that tells its storyline, with the on-screen text set on every scene.

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

#	CONCEPT	FORMAT	BUILDS ON
1	The first bed	Static image, 4:5	The best video hook in the account
2	The whole nursery	Static image, 4:5	Bundles; nobody leads with the complete nursery
3	Reviews	Static image, 4:5	Reviews, unused in competitor ad titles
4	Built for the 3 a.m. feed	Static image, 4:5	Nursery seating
5	Night one	Video, 9:16, 15 seconds	The best video hook, recut
6	Empty room to nursery	Video, 9:16, 20 seconds	Assembly and delivery, unused by rivals
7	Safety you can check	Video, 9:16, 20 seconds	Safety proof is rare in rival ads
8	The 3 a.m. test	Video, 9:16, 15 seconds	Nursery seating, as a story
9	Build your nursery	Carousel, 6 cards, 1:1	Bundle carousels
10	Find your nursery style	Carousel, 4 cards, 1:1	The catalog range; style is an open angle

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

CONCEPT 1 · STATIC IMAGE, 4:5

The first bed



Visual reference*. Copy set in code.

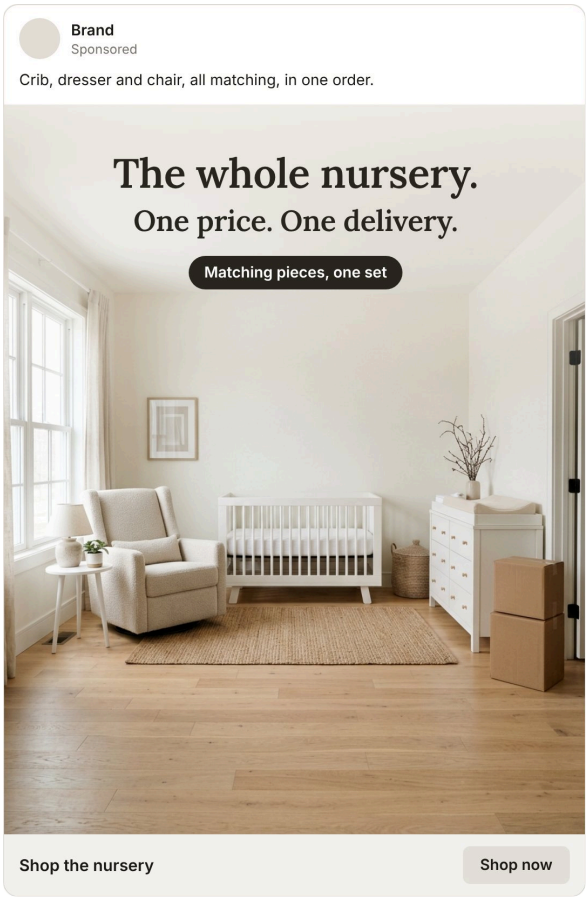
Why: Among the account's videos, an opening claim in the first second did best (section 10).

On the image	The first bed they'll ever know.
Primary text	A convertible crib that goes from the first night to the big-kid bed. Tested to US federal crib standards.
Headline	Shop convertible cribs
Button	Shop now

- The client edition opens on a claim from the brand's own ads; the sample shows a neutral line.
- A certification badge goes on the product only if it carries it, placed from the brand's own file.

CONCEPT 2 · STATIC IMAGE, 4:5

The whole nursery



Visual reference*. Copy set in code.

Why: Whole sets and rooms sell well in the account (section 10). No rival leads with the lowest-priced complete nursery.

On the image	The whole nursery. One price. One delivery. · Matching pieces, one set
Primary text	Crib, dresser and chair, all matching, in one order.
Headline	Shop the nursery
Button	Shop now

- The client edition prints the set price.

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

CONCEPT 3 · STATIC IMAGE, 4:5

Reviews



Visual reference*. Copy set in code.

Why: No competitor uses reviews in an ad title.

On the image	Parents' words, not ours.
Primary text	Don't take our word for it. Read what parents say about the crib they use every night.
Headline	Shop top-rated cribs
Button	Shop now

- The three cards are placeholders. Use real, verified review lines with the reviewer's first name only, unedited, and keep the source review on file.

CONCEPT 4 · STATIC IMAGE, 4:5

Built for the 3 a.m. feed



Visual reference*. Copy set in code.

Why: Seating is a natural add-on to the crib.

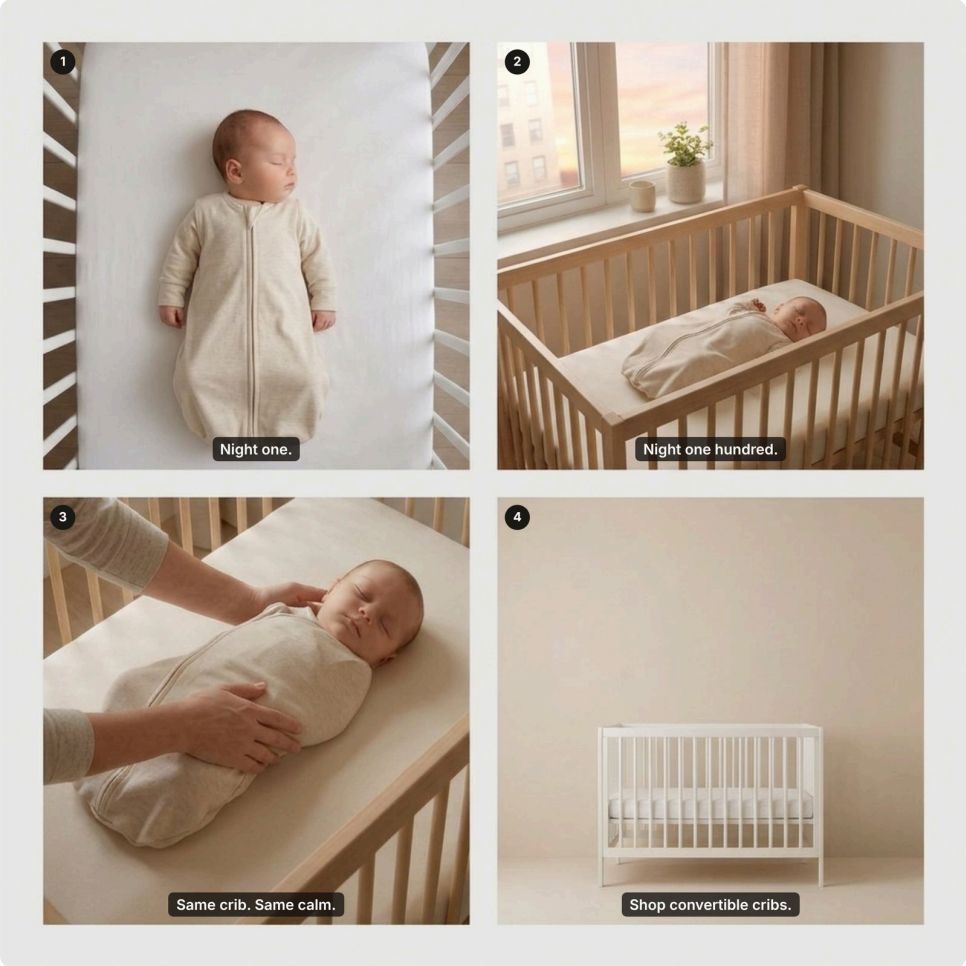
On the image	Built for the 3 a.m. feed.
Primary text	A smooth glide, a deep seat and an ottoman for your feet. Made for the nights you spend in the nursery.
Headline	Shop the nursery
Button	Shop now

- Show the brand's own glider; the generated chair stands in for it.
- Link to the set page.

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

CONCEPT 5 · VIDEO, 9:16, 15 SECONDS

Night one



Visual reference*: one storyboard image, 4 scenes, on-screen text set in code.

Why: Among the account's videos, an opening claim in the first second did best (section 10).

#	ON SCREEN	WHAT HAPPENS
1	**Night one.**	Top-down: a newborn asleep on their back in a bare crib.
2	**Night one hundred.**	Cut to an older baby asleep in the same kind of crib in another home.
3	**Same crib. Same calm.**	A parent lowers a sleeping baby onto the mattress.
4	**Shop convertible cribs.**	End card: the crib alone on a soft background, logo and offer.

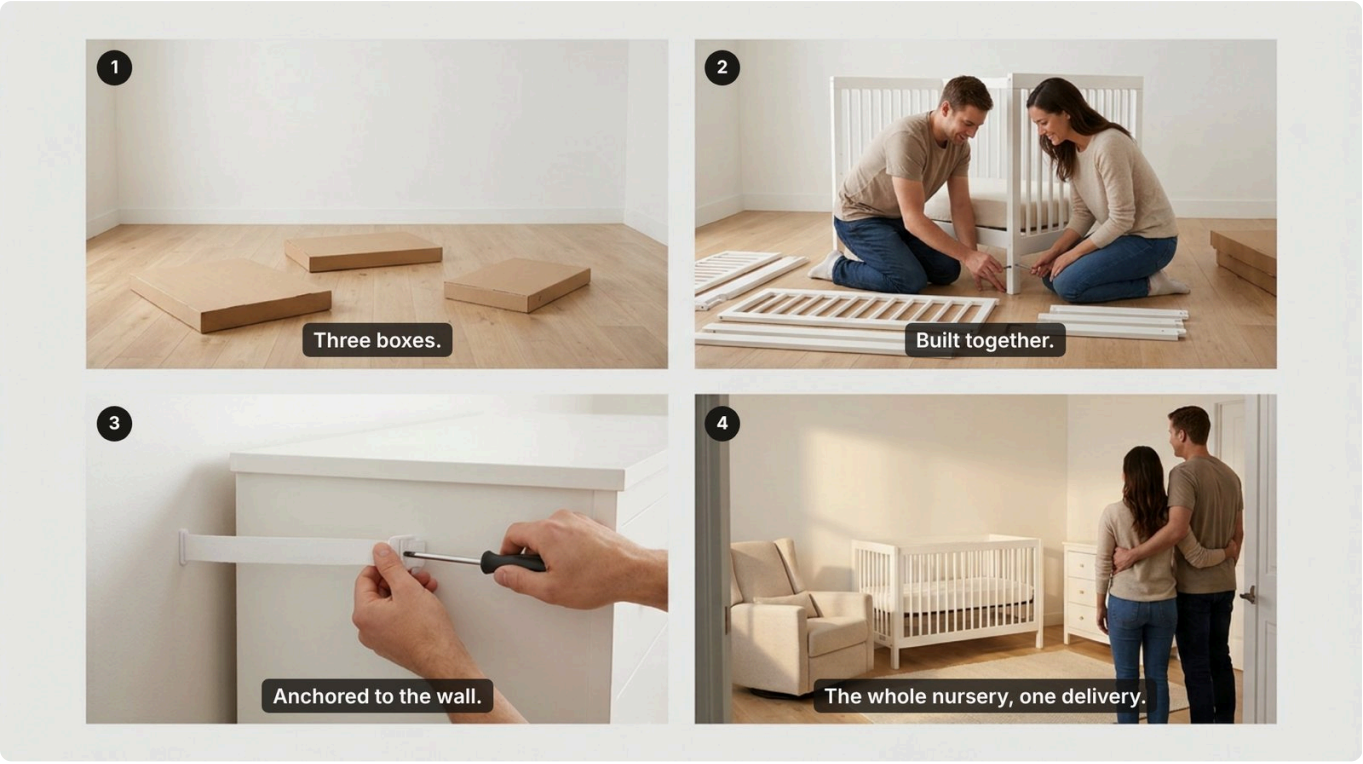
Primary text	From the first night to the hundredth, the same crib.

- The client edition opens on a claim from the brand's own ads.

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

CONCEPT 6 · VIDEO, 9:16, 20 SECONDS

Empty room to nursery



Visual reference*: one storyboard image, 4 scenes, on-screen text set in code.

Why: Assembly, anchoring and delivery appear in no competitor ad.

#	ON SCREEN	WHAT HAPPENS
1	**Three boxes.**	An empty room, three plain delivery boxes on the floor.
2	**Built together.**	Two parents assemble the crib on the floor, parts laid out.
3	**Anchored to the wall.**	Close-up: the dresser's anti-tip strap screwed to the wall.
4	**The whole nursery, one delivery.**	The finished room in morning light, the parents in the doorway.

Primary text	Every piece of the nursery, delivered in one go.

- Film real assembly with the brand's own boxes and instructions; never speed up a step that matters for safety.
- Anchoring follows the brand's instructions and the CPSC Anchor It guidance.

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

CONCEPT 7 · VIDEO, 9:16, 20 SECONDS

Safety you can check



Visual reference*: one storyboard image, 4 scenes, on-screen text set in code.

Why: Show the checks instead of charting the specs. Safety proof is rare in competitor ads.

#	ON SCREEN	WHAT HAPPENS
1	**If a soda can fits between the slats, they're too far apart.**	A hand tries a plain can between the slats. It does not fit.
2	**The mattress fits tight. No gaps at the sides.**	Fingers press the edge between mattress and frame.
3	**Firm and flat.**	A palm presses the mattress; it barely moves.
4	**On their back, in a bare crib.**	Top-down: a baby asleep on their back, nothing else in the crib. End card with the badge on certified products.

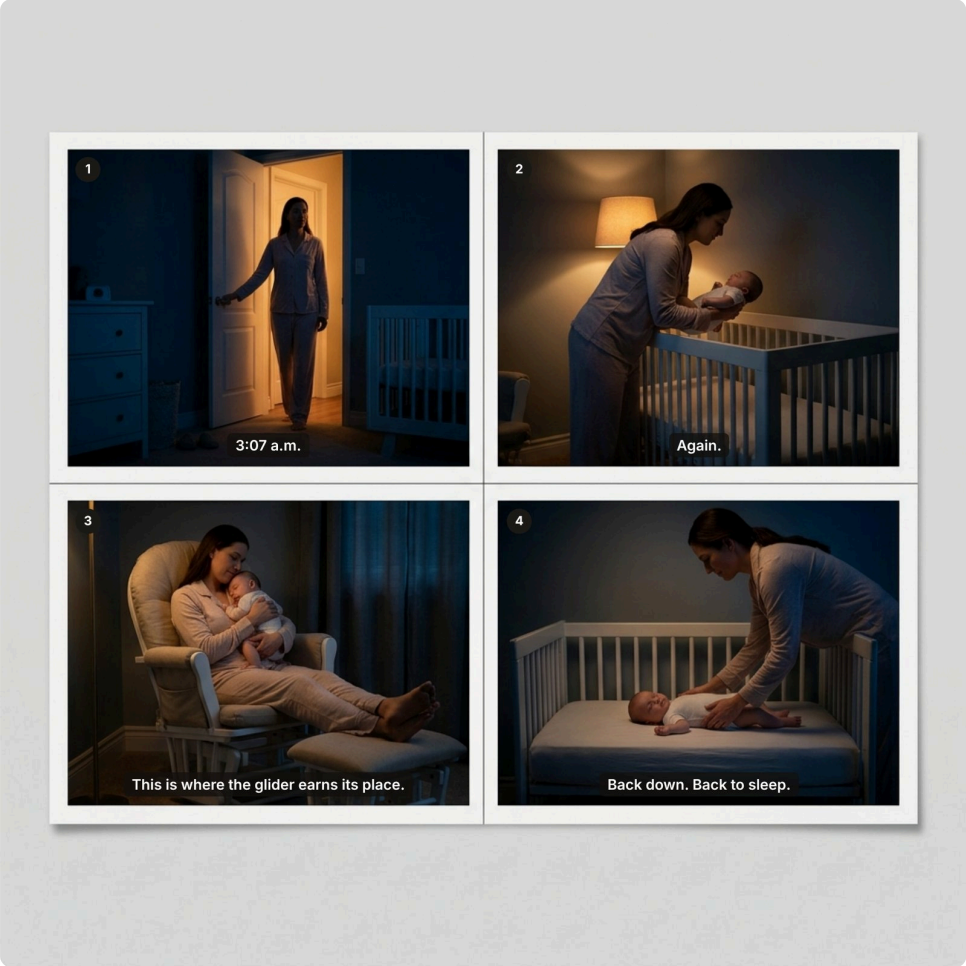
Primary text	Four checks every parent can do in a minute, on any crib.

- The checks follow the CPSC crib safety tips (slats no more than 2 3/8 inches apart, about the width of a soda can; a firm, tight-fitting mattress; nothing soft in the crib; baby on their back).
- Name no certification in the copy. The badge appears only on products that carry it, from the brand's own file.

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

CONCEPT 8 · VIDEO, 9:16, 15 SECONDS

The 3 a.m. test



Visual reference*: one storyboard image, 4 scenes, on-screen text set in code.

Why: Seating is a natural add-on to the crib.

#	ON SCREEN	WHAT HAPPENS
1	**3:07 a.m.**	A mother steps into the dark nursery, lit from the hallway.
2	**Again.**	Under one lamp she lifts the baby from the crib.
3	**This is where the glider earns its place.**	She settles into the glider, feet on the ottoman, rocking.
4	**Back down. Back to sleep.**	She lays the sleeping baby on their back in the bare crib.

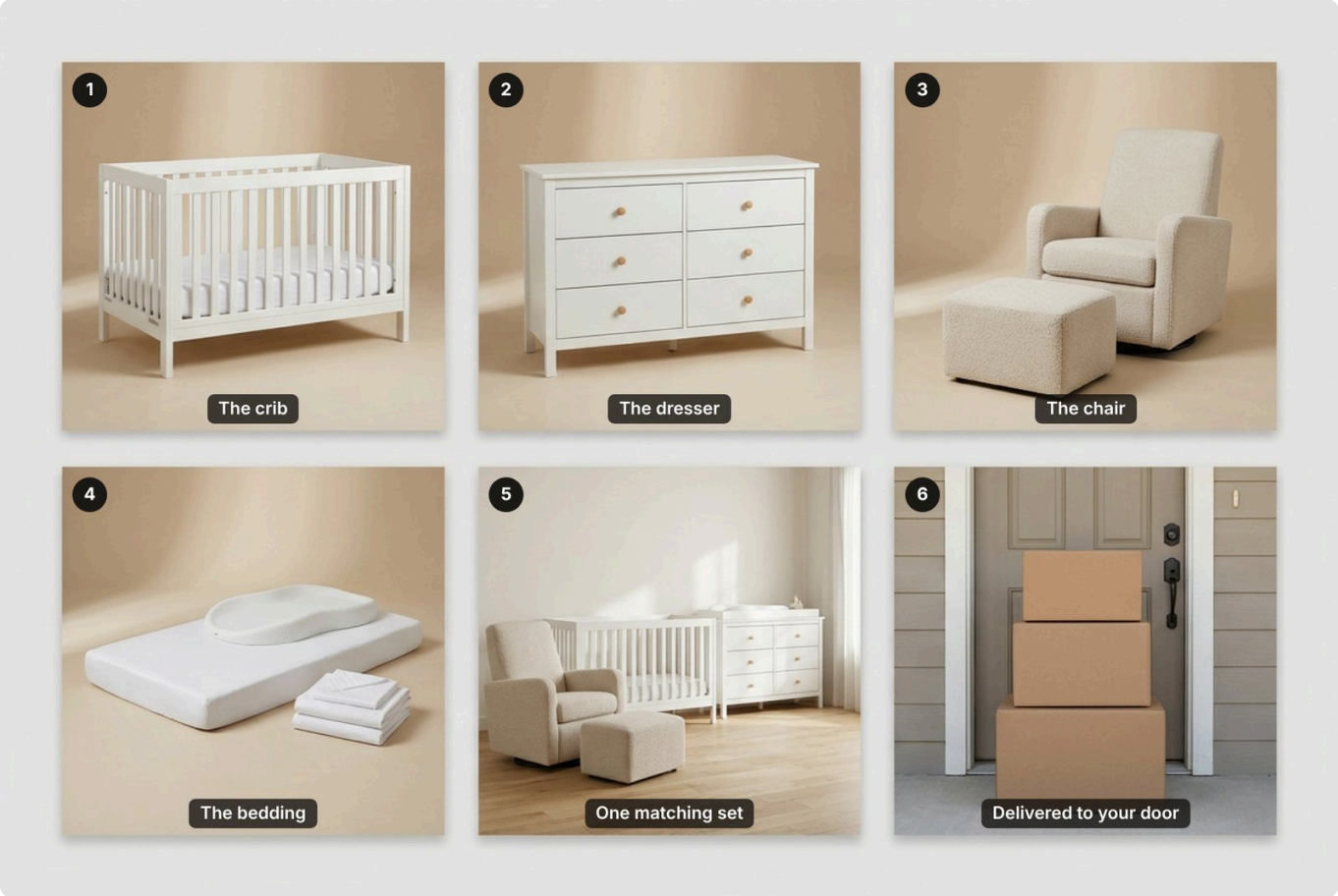
Primary text	Every parent knows the 3 a.m. feed. The right chair makes it easier.

- Shoot in real low light; show the brand's own glider and ottoman.
- Link to the set page.

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

CONCEPT 9 · CAROUSEL, 6 CARDS, 1:1

Build your nursery



Visual reference*: one storyboard image, 6 cards, on-screen text set in code.

Why: Whole sets and rooms sell well in the account (section 10). No rival leads with the lowest-priced complete nursery.

#	CARD HEADLINE	WHAT THE CARD SHOWS
1	**The crib**	Studio shot on a warm backdrop.
2	**The dresser**	Same backdrop, same light.
3	**The chair**	Same backdrop, same light.
4	**The bedding**	Same backdrop, same light.
5	**One matching set**	Every piece together in one room.
6	**Delivered to your door**	Plain delivery boxes at the front door.

Primary text	One matching set, one order.

- The client edition prints the set price and the current offer.

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

CONCEPT 10 · CAROUSEL, 4 CARDS, 1:1

Find your nursery style



Visual reference*: one storyboard image, 4 cards, on-screen text set in code.

Why: Catalog ads lead the account's formats (section 10). "Grows with your child" is the most crowded angle in the market; style is open.

#	CARD HEADLINE	WHAT THE CARD SHOWS
1	**Scandinavian**	White and light oak, linen textiles.
2	**Farmhouse**	Grey-washed wood, woven baskets.
3	**Mid-century**	Warm walnut, tapered legs.
4	**Soft natural**	Sage wall, natural wood.

Primary text	Same nursery, four ways. Which one is yours? Every style comes as a full matching set.

- Use the brand's real collections, one per card.

*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

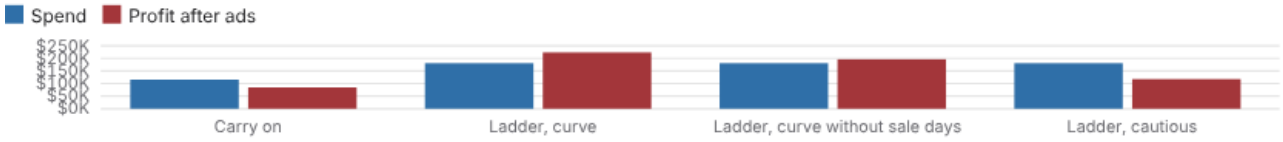
23 Outcomes and risks

Over the 90 days, the ladder raises spend on the sales campaigns by more than half against carrying on as now. If the extra spend earns only the plan's minimum ROAS of 7.84, it adds $32,520 of profit after ads on Meta's count. If the window's pattern held, it would add $138,719; on the fit without sale days, $111,551.

90 DAYS, SALES CAMPAIGNS	SPEND	ROAS	SALES	PURCHASES	PROFIT AFTER ADS
Carry on: the last 28 days' level and ROAS	$115,560	9.07	$1,048,029	1,735	$84,921
The ladder, extra spend on the window's curve	$180,600	11.70	$2,113,192	3,497	$223,640
The ladder, extra spend on the curve without sale days	$180,600	10.91	$1,971,169	3,262	$196,472
The ladder, cautious: extra spend at the minimum ROAS	$180,600	8.63	$1,558,029	2,579	$117,441

Meta's count. Each ladder row adds to carrying on only what its rule credits to spend above today's level, so switching from the actual ROAS to a fitted one isn't counted as gain. Purchases are sales divided by the window's order value; profit is sales x the 19.1% margin share, minus spend. The peak days are included at $5,400.

90 days on the sales campaigns: spend and profit after ads (Meta's count)



Assumptions behind the figures

- The curve rows assume the window's pattern holds above today's level. The high-spend days it rests on were partly sale days (section 2), so plan cash on the cautious row.
- Each step's extra spend needs a ROAS of at least 7.84 to go on; the window's bands earned 15.6 to 21.5.
- If the lift test shows the ads add much less than Meta credits, the ladder holds at the step reached, and the plan's profit falls towards carrying on.

Short-term effects

- **Average ROAS.** Blended ROAS may dip in a step week while delivery adjusts.
- **Clicks.** With Audience Network off, the link-click traffic loses its cheapest clicks, so the account's CTR and cost per click look worse.
- **Purchase counts.** Fixing the click ID changes which sales Meta can match, so credited counts can move. Week 2 holds still so the baseline is read after the fix.
- **January.** CPMs fall and conversion slows after Christmas; compare it with past Januaries.

Risks

RISK	LIKELIHOOD	EFFECT	WHAT LIMITS IT
High-spend days paid because sales were on, not because of the spend	Medium	The ladder's later steps earn less	The minimum ROAS per step; the testing campaign as comparison; the lift test before step 5
Measurement fixes slip past week 1	Medium	Steps read on weaker data	The first step waits for the click-ID check
Stock runs out on the products the ads push	Medium	Fewer products for the catalog ads to show	Out-of-stock items out of product sets; a weekly stock check
Delivery costs above or below the researched figures	Medium	Break-even moves, between 3.51 and 5.23 on one delivery fee alone	The store's own costs in week 1; every minimum recomputed from them
Christmas orders arrive late	Low	Refunds and reviews	The order-by date shown from 1 Dec; gifting after the last ship date
A compliance point raised here needs a fix that takes time	Low	Forms or ad text paused	The checks start in week 1; the shared catalog-ad text is cleared in week 1

FULL AUDIT

24 Reporting and QA

WHEN	WHAT
Daily	Budgets against the plan; delivery or policy notices; stock on the products in the ads.
Weekly, Monday	The scorecard below, the week's step read, and the decision on the next step.
At each step's read	ROAS on the extra spend against the days before and the testing campaign; go, hold or fall back.
Monthly	Break-even recomputed from the store's own costs and refunds; the store's share of orders from Meta ads, from its orders by channel.

Weekly scorecard

MEASURE	PHASE 1	PHASE 2	PHASE 3
Sales-campaign spend a day	$1,300 to $1,600	$5,400 at the peak, then $1,600	$1,900 to $3,300
ROAS, Meta's count	At or above 5.23 every week		
ROAS on the extra spend of a step	At or above 7.84	No step	At or above 7.84
Click ID on purchases	From 1.6% to the page-view level, 8.0%	Same	Same
Credited share	Read in week 2	Within 15% of week 2	Same
Order value	No more than 10% below $604		
Catalog items out of stock in the ads' product sets	None	None	None
Link-click traffic	Page-view goal, no Audience Network; holdout running	Holdout read; budget set from it	Same
Lift test	-	Set up, live from 21 Dec	Read after 17 Jan

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

Support

The audit includes one month of QA support from 2 November, while the plan starts. Message support@serafinity.com to get started. Keep in mind that using the support is required to validate the guarantee (set out at serafinity.com).

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

Appendix

Event quality

EVENT	MATCH QUALITY (META, OUT OF 10)	CLICK ID ON THE EVENT
Purchase	8.5	1.6%
Checkout started	7.4	5.5%
Add to cart	6.7	7.9%
Product viewed	6.6	9.2%
Page view	6.7	8.0%
Payment info added	8.9	1.5%

How the numbers were checked

- The window's spend reconciles across 6 cuts (campaigns, ad sets, ads, countries, days, campaigns by country) to within a dollar of the account total; the ads come to $0.34 short, by rounding.
- Every figure in the text is printed from one list of figures, each with its source and formula, and every comparison in words is checked in code against the figures it compares.
- Quotes are checked word for word against the page or ad they come from, as read on 30 October 2026.
- A second, independent pull of key figures, made without access to this build, is compared with that list before delivery.

Classification rules

- **Sales campaigns**: objectives Sales, Conversions and Catalog sales. Link-click traffic (traffic campaigns optimized for link clicks, with no purchase tracking) and boosted posts are left out of every sales-campaign figure.
- **Campaign types** from campaign names and objectives; **product lines** from ad and campaign names, by collection name.
- **Targeting types** from each ad set's targeting: Advantage+ audience, warm (site, engagement or customer lists), interests, broad (no audience set), and link-click traffic.
- **Ad Library advertisers** classified by hand from page names and ad titles: nursery and baby brands; people and resellers listing items; serial-fiction and drama apps; others.
- **Entry prices**: the lowest in-stock price in each store's own catalog, by the store's product type; kits, bases and accessories left out.

Cost sources

Factory prices: the median of comparable listings on a supplier marketplace for each line. Ocean freight: an ocean freight index from Asia to the US West Coast on 29 October 2026, plus published port trucking, unloading and van rates to a US warehouse. Duties: the US tariff schedule and the additional duties in force on 30 October 2026, with the merchandise processing and harbor maintenance fees. Picking, packing and delivery: published fulfillment rates for large items. Card fees: published online card rates, blended with the pay-later share. The full list, with each source's title, address, date and quote, goes to the client with this audit; this edition withholds titles and addresses that name the products.

Rules cited

- 16 CFR 1130: consumer registration of durable infant or toddler products (section 13).
- 16 CFR 465: the FTC's rule on consumer reviews and testimonials (sections 16 and 17).
- 16 CFR 233: the FTC's guides against deceptive pricing (section 16).
- The FTC's standard for claims: competent and reliable evidence (section 16).

Glossary

Advantage+	Meta's automated campaigns, where Meta chooses the audience and placements.
Audience Network	Apps and sites outside Facebook and Instagram that show Meta's ads.

Break-even ROAS	The ROAS at which an order's margin exactly pays for the ads that won it.
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.
Compare-at price	A former or list price shown struck through next to the selling price.
Credited share	Purchases Meta credits to the ads, divided by the purchases the store's server reports to Meta. The store's own share of orders from Meta ads comes from its orders by channel.
Elasticity	How fast sales rise with spend: one means in step, above one faster.
Engaged video view	Meta's count of someone watching at least a few seconds of a video ad; some attribution settings credit sales after one.
Frequency	How many times, on average, each person reached saw the ad.
GeoLift	Meta's open-source method for measuring lift by comparing matched groups of regions.
Holdout	A group kept from seeing the ads, so its results show what happens without them.
Landing-page view	Meta's count of a click that loads the store's page and fires its pixel; "page views per click" in this audit means landing-page views.
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, delivery, fees and returns, as a share of its value.
Match quality	Meta's score out of ten for how well the customer details sent with an event let it match the event to a person.
Product set	The group of catalog items a catalog ad can show.
ROAS on the extra spend	The change in sales divided by the change in spend between two levels: what the next dollar earned.