

Facebook Ads Audit Checklist

Kelpi

Structure

1. Confirm every campaign has one clear business objective.
2. Mark duplicate prospecting, retargeting, and testing campaigns for consolidation.
3. Check whether ad sets split tiny audiences into unnecessary learning phases.

Budget

4. List the top five spenders and whether each has a current decision rule.
5. Flag ad sets spending for seven days without a meaningful conversion signal.
6. Compare test budgets against expected CPA so tests can reach a useful sample.

Creative

7. Count active creative angles by problem, proof, offer, and product use case.
8. Identify ads with high frequency and falling click-through rate.
9. Check that each landing page repeats the promise made in the ad.

Targeting

10. Check prospecting audiences for overlap with recent purchasers or leads.
11. Review remarketing windows for stale visitors and missing high-intent segments.
12. Document whether broad, interest, and lookalike ad sets compete for the same people.

Tracking

13. Verify the pixel and Conversions API receive the core funnel events.
14. Confirm purchase, lead, or booked-call events are not firing twice.
15. Check UTM naming across active campaigns, ad sets, and ads.

Performance

16. Rank ads by spend, CPA, CTR, CPC, conversion rate, and frequency.
17. Separate true winners from low-spend ads without enough delivery.
18. Write the next action for every active campaign: keep, watch, test, pause, or rebuild.