

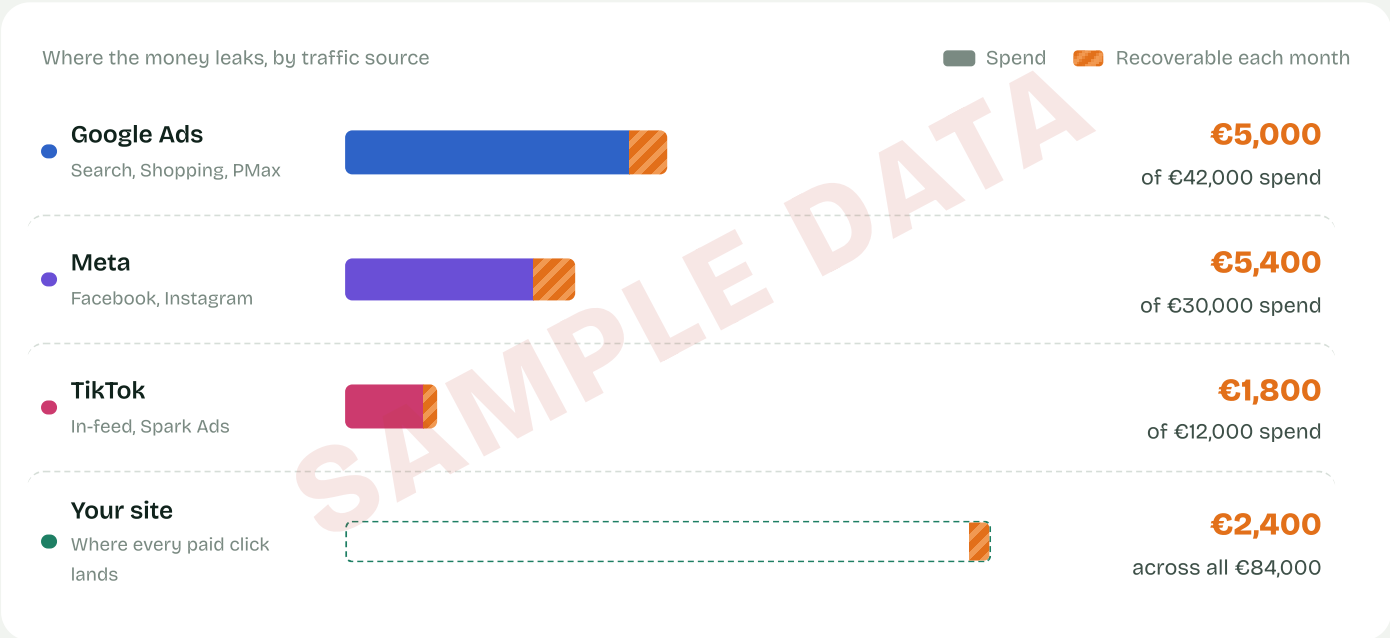
Sample audit. Client details changed for privacy.

Ads Audit: Example Outdoor Co.

The numbers on this page are placeholders, marked SAMPLE DATA, until we replace them with anonymized findings from a real account.

€84,000 ad spend 3 channels 1 to 30 September 2026

€14,600
a month, recoverable by fixing 7
problems across your ads and your
site.



Google Ads

Half the budget. Most of it works; the leaks are spend on placements that never sell and clicks you'd get for free.

€42,000 **€5,000** **12%**
spend recoverable of channel spend

- Enhanced conversions email empty on 30% of orders
- Consent mode signals not passed to Google tags

G1

€2,900/month

Low effort

Performance Max spends on display placements with no sales

- Found** A quarter of Performance Max spend went to display and video placements with no recorded sale in 30 days.
- Cost** That spend competes with Shopping placements that do sell, inside the same budget.
- Fix** Add placement exclusions and split product feeds into asset groups by margin.

Performance Max spend, September

Shopping · 214 sales

0 sales

75% Shopping

25% display & video

G2

€2,100/month

Low effort

Brand search buys clicks you would get for free

- Found** The brand campaign bids the maximum on searches where the shop already ranks first organically and no competitor bids.
- Cost** Many of those clicks would arrive through the organic result at no cost.
- Fix** Lower brand bids where no competitor appears, and run a two-week holdout to measure the difference.

A search for "example outdoor", 62% of the time

Sponsored

exampleoutdoor.com

Example Outdoor Co. | Official shop

€0.92 a click

exampleoutdoor.com

Example Outdoor Co. | Tents, packs & trail gear

Free

No competitor ads on the page. Both results go to the same shop.

● Meta

The biggest leak relative to spend. Meta can't see a fifth of the sales, and the ads it's optimising are worn out.

€30,000 €5,400 18%

spend

recoverable

of channel spend

● Conversions API browser pixel only

● Order ID for duplicate removal needed with server-side events

M1

€3,800/month

Medium effort

Meta sees fewer purchases than the shop records

- Found** Purchases are tracked by the browser pixel only. Meta reported 20% fewer purchases than the shop in the period.
- Cost** Meta's bidding learns from the purchases it sees. With a fifth missing, it pays for audiences that look worse than they are and backs away from ones that convert.
- Fix** **Send purchases server-side through the Conversions API, with the order ID used to remove duplicates.**

Purchases from Meta ads, September

Shop records



Meta sees



1,240 orders

248 invisible to bidding

SAMPLE DATA

M2

€1,600/month

Medium effort

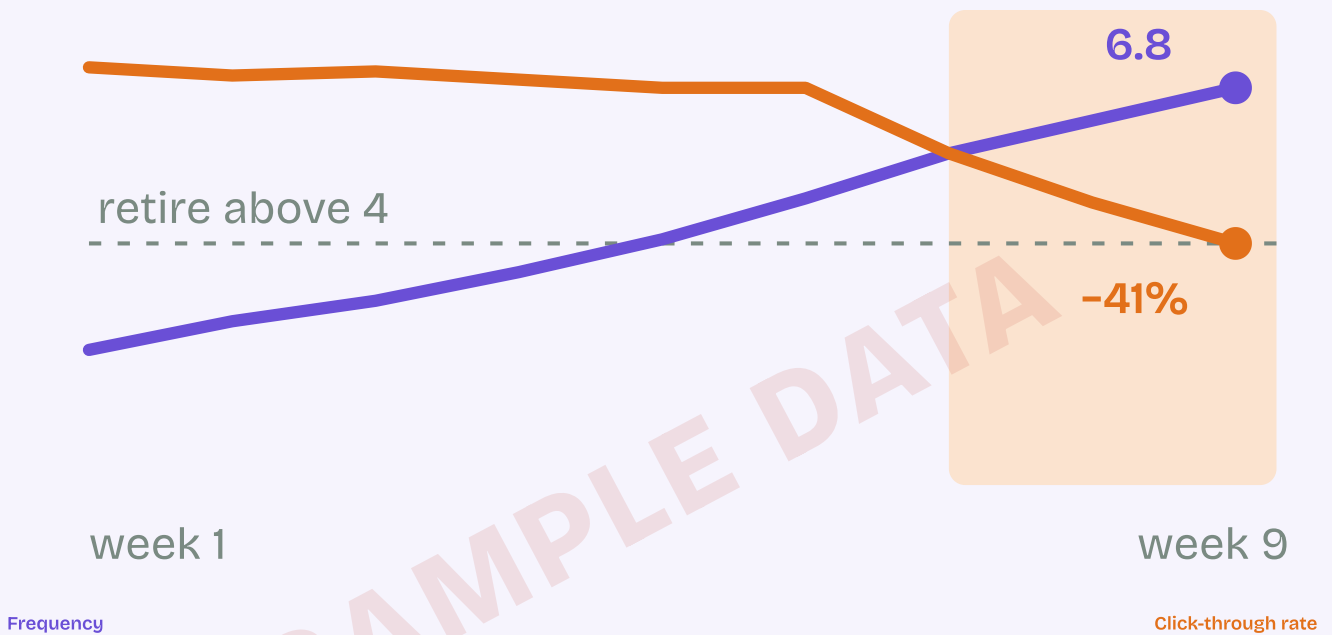
Meta prospecting ads are worn out

Found The same four ads ran for nine weeks. Frequency reached 6.8 and click-through rate fell by 41% over the last three weeks.

Cost Tired creative raises the cost of every sale, because Meta has to show it more often to get the same result.

Fix Launch new concepts every two weeks and retire ads when frequency passes 4.

Same four ads, nine weeks



● TikTok

Small budget, cheap fixes. The best ad group stops delivering mid-afternoon, and its sales don't show up as TikTok in your reports.

€12,000

spend

€1,800

recoverable

15%

of channel spend

● UTM tagging no campaign parameter

● Events API browser pixel only

T1

€1,100/month

Low effort

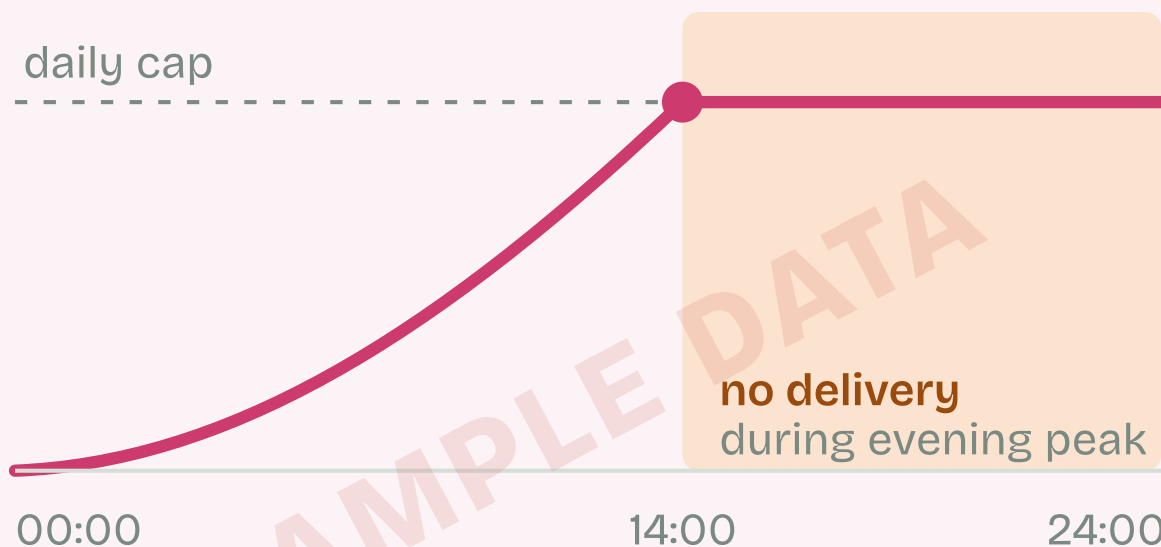
The best ad group runs out of budget by 2 pm

Found The ad group with the lowest cost per sale hit its daily cap before 14:00 on 26 of 30 days. Weaker ad groups kept spending into the evening.

Cost Evening is when this audience buys. The budget goes to the ad groups that convert worse.

Fix Move budget from the two weakest ad groups to the capped one, or switch to campaign budget optimisation.

Spend through a typical day, best ad group



T2

€700/month

Low effort

TikTok sales show up as direct traffic

Found TikTok ad links carry no campaign parameter, so GA4 files most of their sales under direct.

Cost You can't tell which TikTok campaigns pay for themselves, so budget decisions are made on TikTok's own numbers alone.

Fix Add `utm_campaign` and `utm_content` to every ad, using TikTok's dynamic parameters.

What happens to a TikTok sale today

Ad click

→

No campaign tag

→

GA4: direct

An estimated 7 in 10 TikTok-driven orders land in the wrong row of your reports.

● Your site

Every paid click from every channel lands here. A slow product page taxes all three channels at once.

€84,000

€2,400

spend landing here

recoverable

- GA4 purchase event matches the shop within 2%
- Mobile page speed 4.1 s on product pages

S1

€2,400/month

Medium effort

Product pages load slowly on mobile

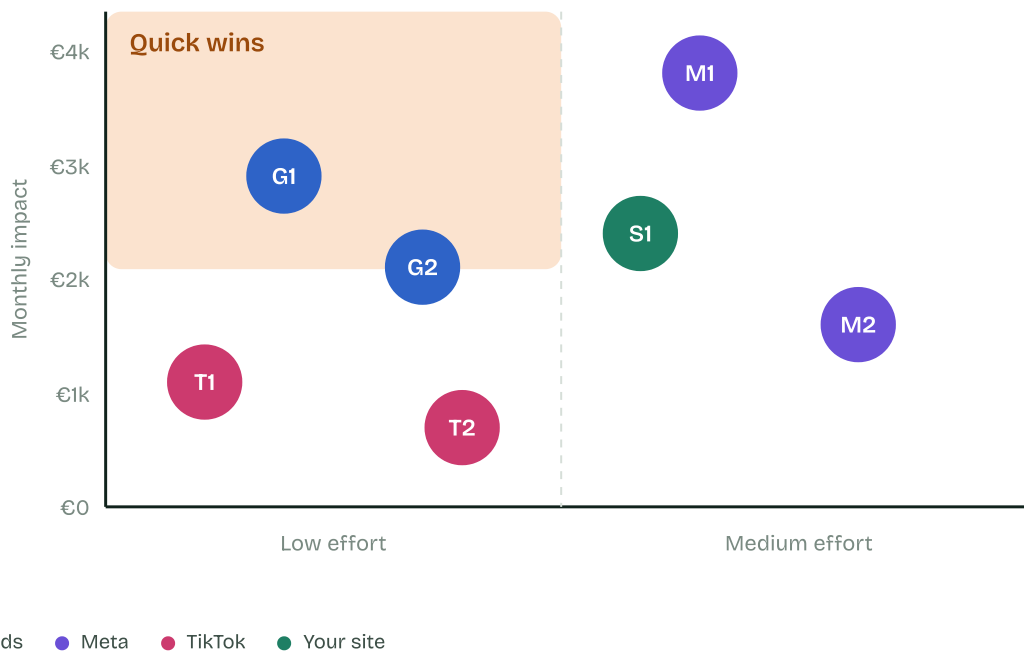
- FoundThe main content of product pages takes 4.1 seconds to appear on a mid-range phone.
- CostMost paid clicks land on product pages from a phone. Visitors who wait leave before they see the price.
- FixCompress hero images and load third-party scripts after the page.

Time until the product shows, mid-range phone



Where to start

Every finding placed by what it's worth and what it takes.
The top-left corner is this week's work.



30-day roadmap

Quick wins first, developer work in parallel, creative last so it launches on clean tracking.

Fix	Week 1	Week 2	Week 3	Week 4	Worth
PMax placement exclusions Your team					€2,900
Move TikTok budget to the capped ad group Your team					€1,100
Campaign tags on TikTok links Your team					€700
Server-side purchases with order ID Your developer					€3,800
Brand bid change and holdout test Your team					€2,100
Mobile speed fixes on product pages Your developer					€2,400
New Meta creative concepts live Your team					€1,600

What happens next

The audit tells you what to fix. You can do it yourself, or we do it with you.

Build

From €12,000, priced by number of channels

We implement the roadmap with your team: tracking, campaign structure, creative testing, reporting. The audit fee is credited if you start within 30 days.

Monitor

From €1,500 a month

A monthly review of every channel, a short report, and a call when something moves.

SAMPLE DATA