

The Meta Ads Account Audit Checklist

Account Structure

- ☐ Business Manager is properly configured
 - ☐ Ad account ownership is verified
 - ☐ Pixel is correctly installed
 - ☐ Conversion API (CAPI) is implemented
 - ☐ Domain verification completed
 - ☐ Events prioritized under Aggregated Event Measurement
 - ☐ Proper naming conventions across campaigns, ad sets, and ads
 - ☐ Unused campaigns archived
-

Tracking & Attribution

- ☐ Purchase tracking working correctly
 - ☐ Lead tracking configured properly
 - ☐ Key conversion events firing accurately
 - ☐ No duplicate events detected
 - ☐ UTM parameters applied consistently
 - ☐ Google Analytics integrated
 - ☐ CRM integration functioning correctly
 - ☐ Attribution settings aligned with business goals
-

Campaign Setup

- ☐ Campaign objectives match business goals

- ☐ Budget allocation optimized
 - ☐ No overlapping audiences
 - ☐ Campaign structure is scalable
 - ☐ Testing campaigns separated from scaling campaigns
 - ☐ Advantage+ campaigns evaluated and optimized
 - ☐ Learning phase issues identified
-

Audience Targeting

- ☐ Custom audiences configured correctly
 - ☐ Lookalike audiences implemented
 - ☐ Retargeting audiences active
 - ☐ Audience exclusions applied
 - ☐ Audience sizes appropriate
 - ☐ Geographic targeting reviewed
 - ☐ Demographic targeting optimized
-

Creative Performance

- ☐ Top-performing creatives identified
- ☐ Creative fatigue monitored
- ☐ Multiple ad formats tested
- ☐ Video creatives optimized
- ☐ Hooks capture attention within first 3 seconds
- ☐ Strong call-to-action present

- ☐ Brand messaging consistent
 - ☐ Mobile-first design followed
-

Landing Page Review

- ☐ Page loads within 3 seconds
 - ☐ Mobile responsiveness verified
 - ☐ Clear headline and value proposition
 - ☐ CTA visible above the fold
 - ☐ Lead form functioning correctly
 - ☐ Conversion tracking installed
 - ☐ Trust signals included
 - ☐ No major UX issues detected
-

Budget & Bidding

- ☐ Cost per result benchmarked
 - ☐ Budget distribution reviewed
 - ☐ Bid strategy aligned with goals
 - ☐ Wasted spend identified
 - ☐ Scaling opportunities documented
 - ☐ High-performing campaigns prioritized
-

Performance Analysis

- ☐ CTR (Click-Through Rate) reviewed
- ☐ CPC (Cost Per Click) analyzed

- ☐ CPM (Cost Per 1,000 Impressions) evaluated
 - ☐ Conversion Rate measured
 - ☐ Cost Per Lead / Cost Per Purchase assessed
 - ☐ ROAS calculated
 - ☐ Frequency monitored
 - ☐ Funnel drop-off points identified
-

Retargeting

- ☐ Website visitors retargeted
 - ☐ Video viewers retargeted
 - ☐ Social engagement audiences retargeted
 - ☐ Cart abandoners retargeted
 - ☐ Existing customers excluded where appropriate
 - ☐ Retargeting creatives differentiated from prospecting ads
-

Scaling Opportunities

- ☐ Winning audiences identified
 - ☐ Winning creatives identified
 - ☐ Budget scaling roadmap prepared
 - ☐ Expansion opportunities documented
 - ☐ New testing opportunities identified
 - ☐ Automation opportunities identified
-

Audit Summary

Overall Score

- ☐ Excellent (90-100)
- ☐ Good (75-89)
- ☐ Average (60-74)
- ☐ Needs Improvement (<60)

Key Findings

1. _____
2. _____
3. _____

Priority Recommendations

1. _____
2. _____
3. _____

Estimated Growth Opportunity

- ☐ Lead Volume Increase
- ☐ Lower Cost Per Lead
- ☐ Higher ROAS
- ☐ Improved Conversion Rate
- ☐ Better Tracking Accuracy