

10 ORDERED SECTIONS · 2026 EDITION

Facebook Ads Audit Checklist

The only checklist you need to audit any Facebook ads account. Built on \$150M+ in managed ad spend. Run in order. Section 2 is a gate — if it fails, pause before running sections 3-10.

1 Section 1: Dashboard hygiene

Set up Ads Manager so it tells the truth at a glance.

- 1.1 Column view is custom. Default 3-column view is not in use.
- 1.2 Column view shows CPM, CTR, CPC, CPA, ROAS, and AOV at a glance.
- 1.3 Date range is set to last 28 days minimum. 90-day view open in second tab.
- 1.4 Attribution setting is fixed and consistent across all tabs (default: 7-day click).
- 1.5 'Inactive' toggle is off so paused campaigns are visible.
- 1.6 Multi-attribution comparison checked in last 30 days (7-day click vs. 1-day click).
- 1.7 Breakdown by placement (feed, Reels, Stories, audience network) reviewed per audit.

2 Section 2: Pixel and Conversions API

The data-trust gate. Until this passes, every other section is auditing fiction.

- 2.1 A Meta Pixel ID is set on the website, matched to the active Business Manager.
- 2.2 Meta Pixel Helper shows zero red errors on the homepage.
- 2.3 Meta Pixel Helper shows zero red errors on a product detail page.
- 2.4 Meta Pixel Helper shows zero red errors on the checkout (and confirmation) page.
- 2.5 Conversions API (CAPI) is sending the same events as the browser Pixel.
- 2.6 Each key event (ViewContent, AddToCart, InitiateCheckout, Purchase) fires exactly once.
- 2.7 Event Match Quality (EMQ) score is 6.0 or higher for the Purchase event.
- 2.8 Pixel and CAPI events are deduplicated. No double-counting Purchases.

3 Section 3: Campaign structure

Test whether the account was designed or whether it just accumulated.

- 3.1 Number of active campaigns is under 10.
- 3.2 Each campaign maps to one product category, one funnel stage, or one objective.
- 3.3 Zero campaigns have 'Copy' or 'Copy 2' in the name.
- 3.4 Campaign structure roughly mirrors the website's category structure.
- 3.5 Retargeting and prospecting are in separate campaigns, not the same ad set.
- 3.6 Advantage+ Shopping (ASC) campaigns are isolated from manual campaigns.

4 Section 4: Naming convention

A name should tell a story without the campaign being opened.

- 4.1 All campaign names follow the same template (documented format, not freeform).
- 4.2 Each campaign name reveals: objective, category, audience type, demographics, month.
- 4.3 Each ad set name reveals: targeting type, audience source, and exclusions.
- 4.4 Each ad name reveals: creative type, hook variant, and creator or source.
- 4.5 A new team member could read 10 names and explain the account without clicking in.

5 Section 5: Account stage

Every recommendation depends on the stage. Same ROAS means different things.

- 5.1 Account stage has been named in writing: scaling, optimizing, or cost-cutting.
- 5.2 ROAS target matches the stage.
- 5.3 Choice between CBO and ABO matches the stage and the budget volume.
- 5.4 Spend volume is appropriate for the stage (scaling needs \$5K+/week per campaign).
- 5.5 Time horizon for results is written down (scaling 60-90d, optimizing 30d, cost-cut 14d).

6 Section 6: Budget allocation

A budget can look reasonable in total and still be misallocated.

- 6.1 Top 30% of campaigns by spend drive 30% or more of returns.
- 6.2 No campaign has zero conversions in last 14 days while still spending money.
- 6.3 Each ad set has a daily budget of at least 5x the target CPA.
- 6.4 A budget shift has been made in last 14 days based on performance data.
- 6.5 No ad set has frequency above 3.5 in last 14 days without a creative refresh.
- 6.6 Underperforming ad sets are paused on a fixed rule (e.g. 0 conv, 3 days, \$50).

7 Section 7: Cross-platform reality check

The bridge between what Meta says and what happens at the cash register.

- 7.1 Meta-reported and Shopify-reported revenue (last 28 days) are within 25% of each other.
- 7.2 Direction of the gap is documented (Meta usually over-reports by 10-25%).
- 7.3 GA4 (or other analytics) reports revenue within 10% of Shopify.
- 7.4 Mobile vs. desktop conversion rate on Shopify checked. Desktop >1.5x mobile is a red flag.
- 7.5 A test purchase has been completed on mobile in last 30 days, manually.
- 7.6 UTM parameters consistent across all Meta ads (no missing or malformed tags).
- 7.7 No critical 404 or page-load failures on destination URLs in last 14 days.
- 7.8 Discount code attribution between Meta and Shopify matches.

8 Section 8: Testing and signal hygiene

Force testing to be disciplined. Most testing is just running variants.

- 8.1 Audience overlap between active ad sets is below 30%.
- 8.2 Creative tests change one variable at a time: hook, visual, or CTA — not all three.
- 8.3 Each creative test has a written hypothesis before launch.
- 8.4 Each creative test has a written decision rule before launch.
- 8.5 No new ad set is launched without a clear hypothesis tied to the previous winner.
- 8.6 No test is killed before 1,000 impressions and \$50 spent.
- 8.7 Lookalike audiences are rebuilt every 90 days from a refreshed seed list.
- 8.8 Custom audiences are refreshed when their size grows by more than 25%.

9 Section 9: Creative and communication

Creative is the new targeting in 2026. The algorithm picks; the creative sorts.

- 9.1 Account has at least 5 distinct hook variants active (not one hook with 10 visuals).
- 9.2 Each campaign has at least 3 distinct creative angles.
- 9.3 Both UGC and studio content are represented in the active creative set.
- 9.4 At least 1 active video creative per campaign, under 15 seconds.
- 9.5 The first 3 seconds of every video state the value proposition.
- 9.6 All ad copy reads at a 5th-grade level or below.
- 9.7 Mobile-first creative formats (vertical 9:16, square 1:1) outnumber landscape 16:9.
- 9.8 The CTA on each ad matches the CTA on its landing page.

10 Section 10: Competitor benchmark

The Meta Ad Library is free and public. Almost no in-house team uses it.

- 10.1 Meta Ad Library pulled for 3 named competitors in last 30 days.
- 10.2 At least 1 structural move from a competitor has been replicated and tested.
- 10.3 Competitor ad longevity is documented (ads running 90+ days are usually winners).
- 10.4 Competitor offer structures (discount, free shipping, bundle, subscription) compared.
- 10.5 Competitor landing pages have been screenshotted and reviewed.
- 10.6 Competitor angle map is documented: hooks, proof, objections handled.

Scoring the audit

60-67 checked	Healthy. Few real leaks. Focus on creative volume and offer testing.
45-59 checked	Mid-tier. Real leaks but not bleeding. Fix 'no' boxes in order — start at section 2.
30-44 checked	Leaky. Wasting meaningful spend. Pause new spend. Run sections 2, 7, 5 first.
0-29 checked	Auditing fiction. Stop. Section 2 (Pixel and CAPI) must pass before anything else.

Want a focused operator to run this on your account?

The Free Quick Scan walks through the leaks in a 5-7 min Loom. 48-hour delivery. No account access needed.

[Get a Free Quick Scan -> btbaudits.com](https://btbaudits.com)