

FREE AUDIT

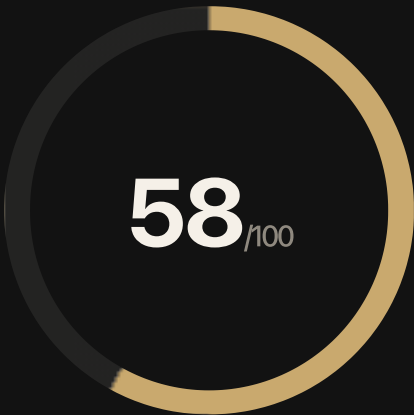
Ad & Growth Audit

Prepared for	Sample Store
Business	Ecommerce · Skincare
Date	October 2026
Prepared by	Ahmed Moetaz, Performance Media Buyer

This report is confidential and prepared only for your business. Every number comes from your own accounts.

SNAPSHOT

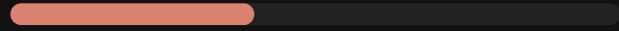
Where your ads stand today



58_{/100}

Overall score

Tracking 40/100



The pixel counts add to carts as purchases, so results look better than they are.

Account structure 55/100



12 campaigns share a small budget. None gets enough data to learn.

Creative 65/100



Good product shots, but no testing of hooks or angles.

Offer & page 70/100



The offer is clear. Checkout asks for too much before the order.

The ads aren't the main problem. Tracking is inflating the results, and the budget is spread too thin to learn anything. Fix those two first, then scale.

18,400 EGP

Spent in the last
30 days

2.1×

ROAS reported
by Meta

1.4×

Real ROAS,
from store
sales

2.5×

Your break
even ROAS

WHAT IS LEAKING BUDGET

Findings

HIGH

The pixel is counting the wrong event as a purchase

Meta reports 96 purchases. The store shows 61 orders in the same period. The purchase event fires on add to cart.

Fix: Move the purchase event to the thank you page and check it with a test order.

HIGH

Real ROAS is below break even

At 1.4x real ROAS against a 2.5x break even, every sale from ads loses money right now.

Fix: Pause the three campaigns with the highest cost per order until tracking is fixed.

MEDIUM

Budget split across 12 campaigns

Most campaigns spend under 100 EGP a day, too little for Meta to optimize.

Fix: Merge into one testing campaign and one scaling campaign.

MEDIUM

No creative testing

The same 4 product photos have run for 7 weeks. Frequency is above 4, so people are tired of them.

Fix: Test 3 new angles a week: problem, result, and customer review.

LOW

Long checkout on mobile

Checkout asks for 9 fields. On mobile, many people leave before finishing.

Fix: Cut to name, phone, address, and city.

THE PLAN

The 3 fixes to make first

1

Fix the purchase tracking

Every decision after this depends on real numbers.

Shows the true cost per order

2

Cut to two campaigns

Gives Meta enough budget per campaign to find buyers.

Lower cost per order in 2 to 3 weeks

3

Start weekly creative tests

Fresh angles bring back attention and lower costs.

Finds your next winning ad

Your first 30 days

WEEK 1

- Fix pixel and purchase event
- Test order to confirm
- Pause losing campaigns

WEEK 2

- Launch testing campaign
- 3 new creative angles
- Set break even target

WEEK 3

- Move winners to scaling
- Shorten checkout
- First weekly report

WEEK 4

- Scale while ROAS holds
- Next 3 creative tests
- Review and next month plan

NEXT STEP

If you want to work together

This plan is yours whether we work together or not. If you want me to run it with you, here is what that has looked like for real clients:

+639%

Sales growth for a clothing brand in one month, at 5.7x return on ad spend.

7x

More students for a math teacher than the year before.

How we start

- 1 We agree on the goal and budget in a short call.
- 2 I fix tracking and rebuild the campaigns in week one.
- 3 A simple weekly report on real numbers, and we scale what wins.

Ready to start? Send me a message on WhatsApp.

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