

Paid Ads Daily & Weekly Optimization Checklist

25-point system to stop reactive spending and build margin-led paid ad performance

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Use this checklist every day and every week. Daily checks protect your margin. Weekly checks grow it. Any unchecked box is a gap in your paid ads operating system. Tally your score at the end.

Daily Section 1 — Spend & Budget Control (5 points)

- My campaigns have defined daily spend thresholds — I know what triggers a pause.**
e.g. if spend hits 20% of weekly cap before noon, flag it

- No single campaign has burned more than 35% of weekly budget before Wednesday.

- I have confirmed today's spend is pacing correctly against the weekly allocation.

- I have a rule defined for emergency budget pauses — and it is documented, not improvised.

- I have not made any bid, budget, or targeting changes today based on less than 7 days of data.

Daily Section 2 — Performance Health Monitoring (5 points)

- I have checked for catastrophic ROAS drops — defined as more than 50% below trailing 7-day average.**
Do not react to normal daily variance — only severe outliers trigger action

- I have confirmed conversion tracking is firing correctly on all platforms before reviewing any metrics.

- All advertised SKUs are in stock, listed correctly, and not suppressed on any platform.

- I have verified no pricing changes have occurred that would make current bids unprofitable.

- I have checked cash position against projected weekly ad spend burn — spend is not ahead of cash.**
If available cash minus expected payments minus projected spend is negative, reduce spend now

Weekly Section 3 — Profitability Review (5 points)

- I have calculated true campaign profitability this week — after refunds, discounts, COGS, and fees.**
Not gross ROAS — actual contribution margin per campaign

- I know which 3 campaigns generated the highest contribution margin this week — not just the highest ROAS.

- I have identified any campaigns that look efficient on platform metrics but are unprofitable on actual economics.

- Budget has been moved this week — away from margin-eroding campaigns and toward high-margin performers.

- I have not scaled any campaign this week without first confirming its contribution margin meets threshold.

Weekly Section 4 — Efficiency, Scalability & Decisions (5 points)

- I have reviewed ROAS, ACOS, and MER trends over the full trailing 7 days — not a single day snapshot.**
 $MER = \text{total revenue} / \text{total marketing spend across all channels}$

- I have identified which campaigns have held efficiency ratios for 2+ consecutive weeks and are ready to scale.

- I have calculated current CAC vs. target CAC and confirmed the payback period is within acceptable range.**
If CAC payback exceeds 90 days, scale back spend on that channel immediately

- This week's review produced a written decision list — specific budget moves, cuts, or experiments.**
If no decisions were made, it was a reporting meeting, not an optimization meeting

- Every experiment launched this week has a minimum 7-day run window before evaluation.**
Evaluating creatives or audiences before 7 days corrupts the data

Weekly Section 5 — Operational Readiness (5 points)

Inventory levels can support the scaling decisions made in this week's review.

Never scale ad spend into inventory that cannot fulfill the resulting orders

No supply chain delays are expected that would disrupt next week's campaign performance.

Product pages and landing pages are optimized for the traffic quality being driven this week.

Customer service capacity is ready for any volume increase from scaling decisions.

Scaling into an unprepared ops team destroys margin through increased returns and poor reviews

Paid ads decisions this week were reviewed against cash flow runway — not just platform performance.

Cash flow determines ad velocity. High ROAS means nothing if spend outpaces cash collection.

Your Score

Score	What it means	Recommended next step
20 - 25	Strong paid ads operating system. You are running ads like an operator.	Book a Modonix review to find your next margin optimization.
12 - 19	Moderate gaps. Reactive decisions are likely eroding margin in 2-3 areas.	Start with your lowest-scoring section — that is where the most cash is leaking.
0 - 11	Critical gaps. Your paid ads are likely scaling spend, not scaling profit.	Get a free Modonix paid ads audit at modonix.com/services .

Ready to build a paid ads system that actually scales?

Book a free paid ads audit at modonix.com/services — we identify your top 3 margin leaks in one session.