

M

## Creative Testing: 25-Point Self-Audit

25-Point Operator Self-Audit • modonix.com

Ahmed Abuswa • Head of E-Commerce Operations • Modonix

How to use: Go through each section and check every box that applies to your ad account today. Tally your score at the end. Any unchecked box is a documented gap in your creative testing system.

### Testing Structure & Methodology

- 1  Is every creative test tied to a written hypothesis with only one variable changed?
- 2  Is your test budget physically separated from your scaling budget?
- 3  Does each test cell receive enough conversion volume to exit the learning phase?
- 4  Do new creatives only enter dedicated test ad sets, never live scaling sets?
- 5  Is there a naming and tagging convention that makes every result traceable?

### Budget & Spend Discipline

- 6  Is there a written kill threshold in spend or impressions set before each test launches?
- 7  Are non-converting creatives retired on a schedule rather than on a hunch?
- 8  Can you trace this week's test spend to documented decisions, not just activity?
- 9  Do you track wasted test spend on creatives running past their kill threshold?
- 10  Is budget protected from dilution across too many unresolved creatives at once?

### Winner Identification & Confidence

- 11  Is a winner defined by a written threshold set before the test, not by feel after?
- 12  Does every test close with a documented keep, kill, or iterate verdict?
- 13  Can you attribute each winning result to a single, repeatable variable?
- 14  Do you measure the program by retained profitable creatives, not tests run?
- 15  Are in-platform results reconciled against actual revenue?

### Fatigue & Lifecycle Management

- 16  Can you name the half life in days of your last three winning creatives?
- 17  Is there a frequency and cost-per-acquisition decay trigger defined per winner?
- 18  Do you build the next variant of a winner the day it starts winning?
- 19  Is spend capped automatically once a fatigue trigger fires?
- 20  Do you scale winners in controlled steps with stabilization windows between raises?

### Pipeline & Scaling Systems

- 21  Have you calculated your true creative consumption rate from fatigue and test cadence?
- 22  Does weekly creative production exceed consumption with a buffer?
- 23  Is there a standing concept backlog and a standardized brief format?
- 24  Is audience overlap mapped so concurrent tests do not bid against each other?
- 25  Is there a controlled promotion path from test set into scale set?

### SCORING GUIDE

Score	Level	What it means
0-11	<b>CRITICAL</b>	Your testing is a treadmill that is actively burning budget without compounding
12-19	<b>MODERATE</b>	Gaps exist in 2 to 3 areas that are leaking spend and stalling winners
20-25	<b>STRONG</b>	Your testing system is solid, focus on iteration speed and pipeline capacity

Book a free ad operations audit at [modonix.com/services](https://modonix.com/services). We identify your top 3 testing leaks in one session. Written by Ahmed Abuswa, Modonix.com