

How to use: go through each section and check every box that applies. Tally your score at the end. Any unchecked box is a documented operational gap.

Ad Spend Assumptions

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Have you confirmed higher bids don't guarantee auction wins on your top keywords?

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Do you track Quality Score alongside bid amount before raising budgets?

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Have you modeled revenue per dollar spent instead of assuming linear scaling?

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Do you know your current cost-per-click ceiling before it stops converting?

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Have you tested incremental budget increases against actual conversion lift?

Campaign Setup Discipline

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Did you finalize negative keywords before scaling any campaign budget?

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Is your audience segmentation locked before increasing Facebook ad spend?

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Have you audited keyword match types before assuming budget failure?

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Do you review search term reports weekly to catch wasted spend early?

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Have you confirmed your pixel and landing page link before launching?

ACoS Profitability Reality

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Do you calculate ACoS against margin, not just against sales volume alone?

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Have you separated new product ACoS targets from mature product targets?

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Do you know your break-even ACoS for each SKU before setting bids?

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Have you flagged seasonal ACoS spikes as expected, not automatic failures?

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Do you compare ACoS trends against actual unit sales, not just percentages?

Agency Alignment Accountability

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Did you define specific lead or revenue deliverables before hiring an agency?

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Do you know how many billable hours your agency logs against your account?

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Have you asked your agency how attention scales with your ad spend size?

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Is there a written framework defining what your ad spend must deliver?

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Do you review agency incentives against your own break-even targets?

Forecast Modeling Risk

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Have you built a repeatable formula instead of guessing campaign success?

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Do you know your maximum dollar loss if this campaign fails outright?

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Have you modeled inventory exposure separately from ad spend exposure?

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Can someone on your team properly analyze sales data into forecasts?

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Have you documented a clear starting framework for revenue projections?

Scoring Guide		
Score	Level	What it means
0 to 11	CRITICAL	Structural failures are actively destroying margin
12 to 19	MODERATE	Gaps in two or three areas that need immediate attention
20 to 25	STRONG	Systems are solid, focus on optimization

Book a free data audit at modonix.com/services. We identify your top 3 margin leaks in one session. Written by Ahmed Abuswa, Modonix.com