

# How to Build Ad Campaigns That Respect Your Margins: 25 Point Self-Audit

25 point operator self-audit • modonix.com

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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.

## Margin Math Foundations

- 1 ☐ Did you calculate max allowable CPC before launching this campaign?
- 2 ☐ Does your target margin already include projected ad spend, not just COGS?
- 3 ☐ Have you modeled breakeven ROAS using landed cost, not list price?
- 4 ☐ Did you price this product assuming ad costs would stay at today's rate?
- 5 ☐ Can this product's margin absorb a meaningful rise in cost per click?

## True Profitability Tracking

- 6 ☐ Does your ROAS figure subtract COGS, fees, and returns before you trust it?
- 7 ☐ Do you track profit per order, not just revenue per ad dollar spent?
- 8 ☐ Have you reconciled platform-reported conversions against actual deposits?
- 9 ☐ Do you know your true breakeven ROAS number for each active campaign?
- 10 ☐ Have you audited last month's spend against net profit, not gross revenue?

## Auction Bid Reality

- 11 ☐ Have you checked competitor ad quality signals, not just their bid amounts?
- 12 ☐ Do you know how much manual bid tweaks actually change cost per click?
- 13 ☐ Have you set a hard CPC ceiling tied to margin, not to rank position?
- 14 ☐ Did you audit default automated bidding settings before enabling them?
- 15 ☐ Do you review search term reports weekly to catch drifting cost per click?

## Scaling Discipline

- 16 ☐ Do you track profit dollars, not just revenue, after each budget increase?
- 17 ☐ Have you identified the spend level where blended cost starts climbing?
- 18 ☐ Did you pause scaling the last time added budget lowered total profit?
- 19 ☐ Do you know your account's current cost per acquisition trend line?
- 20 ☐ Have you set a spend ceiling tied to marginal profit, not available budget?

## Dependency and Diagnostics

- 21 ☐ Could you pause this channel today without losing your only lead source?
- 22 ☐ Have you verified conversion tracking fires correctly before blaming the channel?
- 23 ☐ Do you have a written kill rule for campaigns with zero sales after set spend?
- 24 ☐ Have you diagnosed weak conversion rate before assuming CPC is the problem?
- 25 ☐ Do you have a second acquisition channel actively generating orders now?

## 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](https://modonix.com/services). We identify your top 3 margin leaks in one session. Written by Ahmed Abuswa, Modonix.com