

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.

CPM And Bidding

- 1 ☐ Is your average CPM within the range peers report for similar interest targeting?
- 2 ☐ Have you compared automatic bidding CPM against manual cost cap results this month?
- 3 ☐ Does your CPM stay elevated even after refreshing both creative and audience?
- 4 ☐ Have you audited account quality signals that could be inflating CPM structurally?
- 5 ☐ Do you track your CPM trend over the last ninety days, not just this week?

Frequency Control

- 6 ☐ Do you track frequency per ad set weekly, not only at campaign end?
- 7 ☐ Have you set a frequency cap before launching each new campaign?
- 8 ☐ Can you identify which audience subset is absorbing repeat impressions?
- 9 ☐ Do you pause ad sets once frequency crosses your defined ceiling?
- 10 ☐ Have you checked delivery reports for uneven impression concentration?

Creative Fatigue

- 11 ☐ Has click-through rate dropped over the last two weeks on the same creative?
- 12 ☐ Do you rotate creative before the impressions-per-click ratio climbs?
- 13 ☐ Have you checked comments for negative brand sentiment on repeated ads?
- 14 ☐ Do you refresh creative on a fixed schedule instead of waiting for a crash?
- 15 ☐ Have you tested a new creative variant within the last two weeks?

CPA And ROAS

- 16 ☐ Can you name which specific ad set is dragging down blended ROAS now?
- 17 ☐ Do you check CPA against frequency weekly to catch the correlation early?
- 18 ☐ Has ROAS dropped with no change to targeting, budget, or creative?
- 19 ☐ Do you separate spend increases from performance data before judging ROAS?
- 20 ☐ Have you set a CPA ceiling that triggers an automatic review?

Account Structure

- 21 ☐ Have you audited whether your account has a structural relevance problem?
- 22 ☐ Do you review platform delivery controls at least once a month?
- 23 ☐ Have you documented how long each winning ad stays profitable before decline?
- 24 ☐ Do you assume campaigns hold steady for a month without checking two-week data?
- 25 ☐ Have you questioned whether current tools give you real frequency control?

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/service. We identify your top 3 margin leaks in one session. Written by Ahmed Abuswa, Modonix.com