

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.

Creative Fatigue Scalability

- 1 ☐ Have you checked frequency metrics before increasing budget on this ad?
- 2 ☐ Has this creative's CTR dropped over the last two reporting periods?
- 3 ☐ Have you flagged which ads are structurally non-scalable before scaling?
- 4 ☐ Are you scaling budget on a creative that has run unchanged 14+ days?
- 5 ☐ Have you paused fatigued ads before reallocating budget upward?

Tracking Warning Signals

- 6 ☐ Do you track reach, frequency, and CPA trends weekly per campaign?
- 7 ☐ Have you set a CPA ceiling that triggers automatic budget review?
- 8 ☐ Do you compare frequency against CPA before every budget increase?
- 9 ☐ Have you logged ROAS fluctuation patterns tied to past budget changes?
- 10 ☐ Do you monitor CPM spikes within 48 hours of raising budget?

True Profitability Check

- 11 ☐ Have you calculated net margin after shipping, labor, and packaging costs?
- 12 ☐ Does your ROAS target account for taxes and tech overhead?
- 13 ☐ Have you verified profitability below the ROAS line, not just above it?
- 14 ☐ Do you know your break-even ROAS including all fixed costs?
- 15 ☐ Have you audited whether rising ROAS is masking a shrinking real margin?

Auction Learning Stability

- 16 ☐ Do you know how many conversion events this ad set logged this week?
- 17 ☐ Have you avoided editing budgets on ad sets still in learning phase?
- 18 ☐ Do you duplicate ad sets before testing a budget increase?
- 19 ☐ Have you left original ad sets untouched while testing scaled copies?
- 20 ☐ Do you know how long your account needs to exit learning after a change?

Budget Scaling Discipline

- 21 ☐ Have you confirmed consistent profitability before raising budget at all?
- 22 ☐ Are you increasing budget in increments rather than one large jump?
- 23 ☐ Have you set a maximum single-day budget increase percentage limit?
- 24 ☐ Is a single channel or tactic sustaining your current ROAS?
- 25 ☐ Do you keep spending on high ROAS alone without checking dollars at risk?

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