

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.

Pacing And Delivery

- 1 ☐ Do you cap daily spend below the point where mid-day shutoffs typically occur?
- 2 ☐ Have you checked if broad match and automated bidding are set to consume budget fast?
- 3 ☐ Does your daily cap leave room before delivery cuts off during peak traffic hours?
- 4 ☐ Have you confirmed bank funding covers spend spikes without triggering account holds?
- 5 ☐ Do you review hourly spend pacing at least once per week per active campaign?

Budget Sizing

- 6 ☐ Have you calculated how much traffic your budget actually buys before judging results?
- 7 ☐ Do you wait for enough visits before declaring a campaign a failure?
- 8 ☐ Is your budget large enough to escape a persistent limited-by-budget status?
- 9 ☐ Have you confirmed your keyword count matches the range needed to spend fully?
- 10 ☐ Do you track your cost-per-click trend over months, not just this week?

Auction Dynamics

- 11 ☐ Have you verified your bid isn't losing placement to a lower-spending competitor?
- 12 ☐ Do you track relevance or quality factors separately from raw bid amount?
- 13 ☐ Have you modeled how a rising cost-per-click erodes margin over months?
- 14 ☐ Do you cap how much you raise or cut spend in any single cycle?
- 15 ☐ Have you written down a fixed percentage rule for budget changes?

Cushion And Recovery

- 16 ☐ Does your budget carry a cushion above the minimum for steady delivery?
- 17 ☐ Have you confirmed no campaign is burning spend with zero impressions or sales?
- 18 ☐ Do you know the refund policy before an overspend happens, not after?
- 19 ☐ Have you set aside reserves knowing overspends return as credit, not cash?
- 20 ☐ Is your cushion sized to survive a full billing cycle without hitting the cap?

Monitoring And Adjustment

- 21 ☐ Do you check underspend reports monthly to catch unused allocated budget?
- 22 ☐ Have you reviewed pacing settings after any recent default change on the platform?
- 23 ☐ Do you compare forecasted reach against actual delivered reach each month?
- 24 ☐ Have you flagged every campaign stuck at limited-by-budget for review?
- 25 ☐ Do you resize your cushion whenever average cost-per-click shifts meaningfully?

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