

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.

Spend Cap Discipline

- 1 ☐ Do you pause any non-converting test before losses exceed a preset dollar cap?
- 2 ☐ Have you defined a hard stop dollar figure before launching a new campaign?
- 3 ☐ Do you validate targeting and messaging before scaling past initial small spend?
- 4 ☐ Would \$150 in spend with zero sales trigger an automatic campaign pause?
- 5 ☐ Do you separate testing budget from scaling budget in your spend plan?

Funnel And Tracking

- 6 ☐ Is conversion tracking fully implemented before any traffic is sent to the page?
- 7 ☐ Have you audited whether pixel or tag events fire correctly on every conversion step?
- 8 ☐ Do you know your click-to-sale ratio for each landing page separately?
- 9 ☐ If traffic converts at zero after 300+ visits, do you diagnose funnel not targeting?
- 10 ☐ Can you name which creative or audience is underperforming right now?

Creative Perception

- 11 ☐ Do your display ads avoid standard banner shapes that trigger visual filtering?
- 12 ☐ Are you willing to risk polarizing creative rather than blend into the feed?
- 13 ☐ Does your ad's hook deliver its promised payoff immediately after the click?
- 14 ☐ Do you avoid withholding the story payoff until after a forced click-through?
- 15 ☐ Have you tested creative that looks native rather than obviously like an ad?

Trust And Pricing

- 16 ☐ Do you avoid running constant sale messaging that trains customers to wait?
- 17 ☐ Does your full price hold credibility outside of promotional windows?
- 18 ☐ Do internal stakeholders push presentation ideas without operational grounding?
- 19 ☐ Do you validate agency creative concepts against actual shop floor reality?
- 20 ☐ Is your promotional cadence documented so it doesn't erode price trust?

Fatigue And Sentiment

- 21 ☐ Do you track frequency score separately for retargeting versus prospecting pools?
- 22 ☐ Do you pause ads once retargeting frequency crosses your defined threshold?
- 23 ☐ Do you monitor comment sentiment for angry or negative reactions weekly?
- 24 ☐ Do you refresh creative before frequency-driven fatigue sets into your pools?
- 25 ☐ Have you set an alert for when engagement drops after repeat exposure?

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