

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.

Account Structure

- 1 ☐ Do you review the search terms report weekly for irrelevant queries?
- 2 ☐ Have you added negative keywords for non-converting terms this week?
- 3 ☐ Can you name the top wasted-spend search terms from this week?
- 4 ☐ Does your account structure separate campaigns by intent, not product?
- 5 ☐ Have you audited match types to confirm they aren't over-broadening reach?

Scaling Mechanism

- 6 ☐ Does your weekly report show a plan for spend beyond current levels?
- 7 ☐ Can your setup explain what breaks if daily budget doubles?
- 8 ☐ Do you know which campaigns need restructuring before scaling further?
- 9 ☐ Has your account been rebuilt since spend grew past its original size?
- 10 ☐ Does someone with operational stake in results own scaling decisions?

Report Ownership

- 11 ☐ Does the person building your report have a financial stake in results?
- 12 ☐ Did you pick your reporting setup on price rather than attention?
- 13 ☐ Do you know how many hours are actually spent on your account?
- 14 ☐ Have you personally read last week's report line by line?
- 15 ☐ Do you have a standing weekly block reserved to review results?

Metrics Integrity

- 16 ☐ Does your report reconcile ad spend directly against leads or sales?
- 17 ☐ Do you rely on default platform dashboards without a custom build?
- 18 ☐ Does your report separate clicks and impressions from revenue outcomes?
- 19 ☐ Have you flagged a report number that didn't make sense recently?
- 20 ☐ Can you trace every dollar spent to a lead or sale outcome?

Tooling & Format

- 21 ☐ Do you build your weekly report manually from raw platform exports?
- 22 ☐ Does your reporting tool match your actual account volume and budget?
- 23 ☐ Have you checked if syndicated software flattens account-specific decisions?
- 24 ☐ Does your report look identical to a generic template competitors use?
- 25 ☐ Do you know how many hours it takes to assemble your weekly report?

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