The Ads Tutor

SAMPLE REPORT

EXPERT AUDIT · META ADS

Ad Account Audit

Sample HVAC Co.

Residential HVAC · Central Texas · lead generation



ACCOUNT HEALTH SCORE

Leaking

Est. **$2,310/mo** going to ad sets and audiences that don't convert

WINDOW
Sep 1 – Sep 30, 2026

DELIVERED
October 2, 2026

PREPARED BY
Josh Lothman

EXECUTIVE SUMMARY

Your account has a solid offer and a $2,310/month leak.

SPEND, 30 DAYS	LEADS (ADS MANAGER)	LEADS (REAL, CRM)	EST. MONTHLY WASTE
$8,400	112	71	$2,310
	$75 per lead	$118 per lead	28% of spend

In plain English —

Meta thinks you are getting leads at $75. You're really paying $118, because every lead is counted twice. That bad signal is steering budget into two ad sets that barely convert, while prospecting also pays to reach your own customers. None of this needs a bigger budget. Fix the tracking first, then cut and consolidate, then refresh the creative.

Top priorities, in order

1	HIGH	Leads are counted twice, so your real cost per lead is $118, not $75	Accurate optimization signal
2	HIGH	Two ad sets spent $1,240 for 4 real leads	$960/mo
3	HIGH	Prospecting is paying to reach past customers	$780/mo
4	MEDIUM	One tired angle carries 84% of spend	$570/mo
5	MEDIUM	The mobile form loses people before they submit	Est. +20–35 leads/mo at today's spend

SCORECARD

Where the 46 missing points are

Scored across the same five areas as the free 27-point Leak Check, 20 points each, from the account data rather than a questionnaire.

Targeting & Audiences — 9/20

Prospecting is paying to reach past customers and your own retargeting pool.

Budget & Bidding — 10/20

Spend is spread across 7 ad sets; 5 are stuck in "Learning limited".

Creative — 12/20

One angle carries most of the spend and it is wearing out.

Tracking & Measurement — 8/20

Leads are double-counted, so Meta is optimizing on a bad signal.

Landing Page & Offer — 15/20

Strong offer and reviews; the mobile form is the bottleneck.

WHAT'S WORKING: KEEP IT

- The "Broad – Advantage+" ad set brings leads at a true $61 CPL, well under target. It should get more of the budget, not less.
- The "Same-day AC repair" video is your best ad (2.1% CTR, lowest cost per lead). It shows the angle to build on.
- Your offer (free second opinion + 4.9★ from 300+ reviews) is stronger than most competitors. The ads just don't lead with it.

FINDINGS

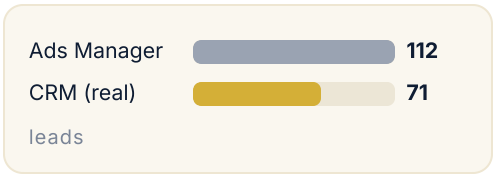
Every issue, with the evidence and the fix

F1 HIGH TRACKING & MEASUREMENT

Leads are counted twice, so your real cost per lead is $118, not $75

WHAT I FOUND

Ads Manager reports 112 leads. Your CRM received 71 form fills in the same 30 days. The Pixel and the Conversions API both send a Lead event without a shared event ID, so Meta can't de-duplicate them.



WHY IT MATTERS

Meta's algorithm learns from these events. It is being told some ad sets are working when they aren't, and every budget decision you make from the dashboard is off by about 58%.

THE FIX

1. Send the same event_id from the Pixel and the Conversions API for every Lead.
2. Confirm de-duplication in Events Manager → Lead → "Event deduplication".
3. Reconcile Ads Manager against the CRM weekly for the next 4 weeks.

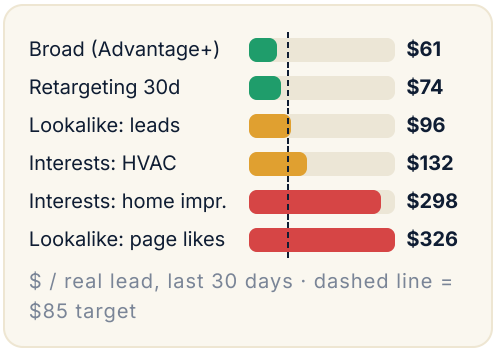
EFFORT **1–2 hours** IMPACT **Accurate optimization signal**

F2 HIGH BUDGET & BIDDING

Two ad sets spent $1,240 for 4 real leads

WHAT I FOUND

"Interests – Home Improvement" and "Lookalike 1% – Page Likes" ran at $310 per real lead, 3.6× your $85 target, and neither has left the learning phase. Budget is split across 7 ad sets; 5 get fewer than 10 conversions a week.



WHY IT MATTERS

Below about 50 conversions a week, Meta can't learn. Thin budgets keep every ad set expensive, and the two worst ones are funded by cutting your best one.

THE FIX

1. Pause the two ad sets above $250 per lead.
2. Consolidate from 7 ad sets to 3: Broad, Lookalike (leads), Retargeting.
3. Move the freed budget to "Broad – Advantage+" in 20% steps, every 3–4 days.
4. Add an automated rule: pause any ad set that spends 3× target with no lead.

EFFORT **1 hour** IMPACT **$960/mo moved to ad sets that convert**

F3 HIGH TARGETING & AUDIENCES

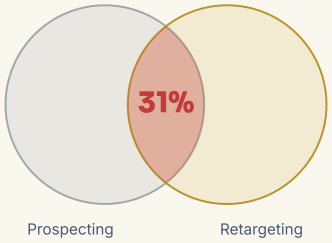
Prospecting is paying to reach past customers

WHAT I FOUND

No customer list is excluded from prospecting. Prospecting and retargeting overlap by 31%, so you are bidding against yourself, and an estimated 18% of prospecting reach is people who already know you.

WHY IT MATTERS

Every dollar spent "acquiring" an existing customer is a dollar not spent on a new one. Overlap also inflates prospecting results, making cold traffic look cheaper than it is.



audience overlap

THE FIX

1. Upload your customer list (last 24 months) and exclude it from all prospecting.
2. Exclude 180-day site visitors and leads from prospecting; keep them in retargeting only.
3. Re-check overlap in the Audiences tool after 7 days (aim for under 10%).

EFFORT **45 minutes** IMPACT **$780/mo back to new customers**

F4 MEDIUM CREATIVE

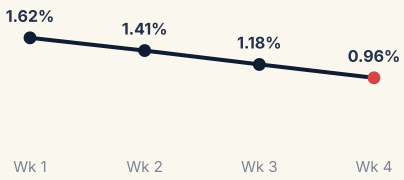
One tired angle carries 84% of spend

WHAT I FOUND

Three ads take 84% of spend and all lead with the same "$79 tune-up" discount. Retargeting frequency is 5.8, and CTR on those ads fell 41% across the 30 days while cost per lead rose 37%.

WHY IT MATTERS

Once frequency climbs past about 3, the same people see the same ad until they tune out, and Meta charges more to show it. A single discount angle also attracts price shoppers.



CTR, weekly

THE FIX

1. Launch 3 new angles: the problem ("AC out at 9pm?"), the proof (300+ reviews), the guarantee.
2. Make at least one a short video, modeled on "Same-day AC repair".
3. Refresh creative every 14–21 days, or when frequency passes 3.

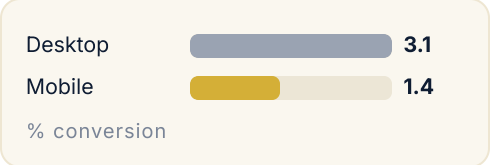
EFFORT **½ day** IMPACT **$570/mo of fatigue spend recovered**

F5 MEDIUM LANDING PAGE & OFFER

The mobile form loses people before they submit

WHAT I FOUND

73% of ad clicks are on mobile. The landing page takes 4.6s to load on mobile and the form asks 9 questions. Landing-page conversion rate is 3.1% on desktop and 1.4% on mobile.



WHY IT MATTERS

Most of your traffic gets the worst version of the page. Every second of load time and every extra field costs leads you already paid for.

THE FIX

1. Cut the form to 4 fields: name, phone, ZIP, issue.
2. Compress the hero image and defer the chat widget (target under 2.5s).
3. Put the review stars and “free second opinion” next to the button.

EFFORT **2–4 hours (your web person)** IMPACT **Est. +20–35 leads/mo at today’s spend**

F6 LOW TARGETING & AUDIENCES

Video viewers are never retargeted

WHAT I FOUND

41,000 people watched at least half of a video ad this quarter. None of them are in a retargeting audience.

WHY IT MATTERS

Warm viewers are usually the cheapest leads in the account. It is free reach you have already paid for.

THE FIX

1. Create a 50% video-viewers audience (90 days) and add it to the retargeting ad set.

EFFORT **15 minutes** IMPACT **Cheaper retargeting pool**

30-DAY ROADMAP

What to do, in what order

Measurement first: until the numbers are right, every other change is a guess.

1

WEEK 1

Fix the measurement

- Shared event ID on Pixel + CAPI (F1)
- Confirm de-duplication; reconcile with the CRM
- Pause the two $300+ ad sets (F2)

2

WEEK 2

Restructure

- Consolidate 7 ad sets → 3 (F2)
- Customer-list and visitor exclusions (F3)
- Video-viewer retargeting audience (F6)

3

WEEK 3

New creative

- Launch 3 new angles, 1+ video (F4)
- Automated 3× kill rule (F2)
- Shift budget to winners in 20% steps

4

WEEK 4

Convert more clicks

- 4-field mobile form; faster page (F5)
- Proof + guarantee beside the button
- Day-30 review against the targets below

Day-30 targets

METRIC	TODAY	TARGET
True cost per lead	$118	≤ $85
Ad sets in learning limited	5 of 7	0 of 3
Retargeting frequency	5.8	< 3
Account Health Score	54	75+

NEXT STEPS

Reply to the delivery email with any question; Expert Audits include email support. Prefer to have it handled? The Done-For-You tier implements every change in this roadmap for you.

— Josh

Josh Lothman · Founder, The Ads Tutor
Meta Certified Marketing Partner · Google Ads certified

Sample report. "Sample HVAC Co." is a fictional business and these figures are an illustrative example, not a client result. Real audits use your account's data.