Your Go-To FB Ad Account Audit

THE UPDATED VERSION

Pixel

Conversion API & Configuration

The Pixel is a tool provided by Facebook that **allows advertisers to track conversions and optimize their ads for better performance.**

Ask yourself these 3 questions:

1. *Is your pixel recording multiple events?*
2. *CAPI (Conversion API) installed and firing correctly?*
3. *Do you have your commerce manager configured?*

Account Structure

Budgets, Learning & Scaling

This is thing of the past, it doesn't apply in 2023.

A successful Facebook ads campaign requires a solid account structure.

This includes setting budgets that align with your advertising goals, allowing the algorithm to learn and optimize, maintaining stability by avoiding frequent changes, and scaling your campaigns based on performance.

Targeting

Audiences, Exclusions, LLAs & Interests

Facebook Ads ~~offers~~ range of targeting optio~~ns~~ reach the right audience.

Test on BROAD.
Scale on BROAD!

This includes creating custom audiences based on your own data, excluding audiences that are unlikely to convert, using Lookalike Audiences to find people similar to your existing customers, and targeting people based on their interests.

Landing Page

Performance & Conversion rate optimization

It's easy to forget landing pages when you're caught up in Ads Manager... I've seen a lot of accounts where they either overkill the test on landing page or don't test at all...

Ask yourself:

- *Are my ads effectively channeled towards the most appropriate landing pages?*
- *Which landing pages are currently leading the race in terms of conversion?*
- *Can I test different funnels?*

Creatives

1. *Are you testing different creative angles?*
2. *What kind of formats are working?*
3. *Is your message communicated clearly to the customer?*

Start. With. Reviews.

You'll be shocked how easy you can find answers to your questions above.