

# MODERN PAID SOCIAL HEALTH-CHECK

## STRUCTURE & CONSOLIDATION

AUDIT SIGNALS	RED-FLAG THRESHOLDS
Campaign / ad-set count	<input type="checkbox"/> > 6 total active ad sets per funnel stage → likely budget dilution
Learning-Limited ad-sets	<input type="checkbox"/> > 25 % of spend stuck in Learning Limited
Audience Overlap	<input type="checkbox"/> Overlap report shows > 30 % between any two prospecting ad-sets

## CONVERSION-EVENT VOLUME

AUDIT SIGNALS	RED-FLAG THRESHOLDS
Weekly optimize-event count	<input type="checkbox"/> Meta < 50 · TikTok < 25 per optimized ad-set
Daily budget vs. target CPA	<input type="checkbox"/> Daily budget < 8 × target CPA on key ad-sets
Frequent learning resets	<input type="checkbox"/> ≥ 2 major edits in trailing 7 days per ad-set

## CREATIVE DIVERSITY & REFRESH DISCIPLINE

AUDIT SIGNALS	RED-FLAG THRESHOLDS
Distinct live creatives per ad-set	<input type="checkbox"/> < 3 (Meta) or < 3 (TikTok)
Asset freshness (awareness stage)	<input type="checkbox"/> No new top-of-funnel creative uploaded in ≥ 10 days
“Creative Limited” flags	<input type="checkbox"/> Any active ad flagged by Meta Ads Manager

## AUDIENCE HYGIENE

AUDIT SIGNALS	RED-FLAG THRESHOLDS
Prospecting size (US)	<input type="checkbox"/> < 2 M reach or < 10 × daily budget
Retargeting segmentation	<input type="checkbox"/> Only one blanket 0-90 day pool (no recency tiers)
Look-alike recency	<input type="checkbox"/> LAL seed list not refreshed in > 30 days

## BUDGET & OPTIMIZATION STRATEGY

AUDIT SIGNALS	RED-FLAG THRESHOLDS
Use of CBO / Advantage+ Shopping	<input type="checkbox"/> Missing on prospecting campaigns
Bid strategy	<input type="checkbox"/> Using Cost Cap or ROAS Cap before exiting learning
Pacing variance	<input type="checkbox"/> < 80 % or > 120 % of planned spend by campaign period close

## PLACEMENT STRATEGY

AUDIT SIGNALS	RED-FLAG THRESHOLDS
Advantage+ Placements	<input type="checkbox"/> Disabled without clear policy rationale
Creative aspect-ratio coverage	<input type="checkbox"/> Missing 1:1 or 9:16 variants for video-heavy accounts
Early manual placement pruning	<input type="checkbox"/> Placements excluded during learning phase

## SIGNAL QUALITY (PIXEL / CAPI / EVENTS API)

AUDIT SIGNALS	RED-FLAG THRESHOLDS
Event Match Quality (Meta)	<input type="checkbox"/> < 7 / 10 on primary event
Duplicate or missing events	<input type="checkbox"/> Duplicate rate > 2 % or iOS CAPI coverage < 80 %
Diagnostic warnings	<input type="checkbox"/> Any “High” severity pixel/CAPI errors unresolved >