

# Media Spend Audit

Marketing & Advertising

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

## Background

Audits media spend from the figures you provide — efficiency by channel, wastage, over/under-investment and pacing — and recommends reallocation. Use it to tighten a media budget. For a paid-search/social account use the Paid Media Performance Audit.

## Purpose of this tool & output

Check whether media spend is efficient

## How the output is used

Use it to check whether media spend is efficient — a media spend audit that finds waste and better-value placements.

## Important cautions

Attribution is imperfect; validate with incrementality tests.

## Companion documents

- Media Plan Builder
- Media Buying Plan
- OOH / Outdoor Media Plan
- Programmatic Advertising Plan
- Media Mix Recommendation
- Flighting & Scheduling Plan

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.