

Paid Media Performance Audit

Marketing & Advertising

Document type: Plan / SOP / strategy / guide · Generated 15 Oct 2026

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 a paid media account from the metrics you provide — structure, targeting, creative, tracking and budget — and prioritises fixes to improve ROAS/CPA. Use it to turn around underperforming ads. For a fresh plan use the Google or Meta Ads Plan.

Purpose of this tool & output

Diagnose why paid campaigns underperform

How the output is used

Use it to diagnose why paid campaigns underperform — an audit of targeting, creative, bids and tracking that finds the leaks.

Important cautions

Estimates depend on data quality and the account specifics.

Companion documents

- Digital Marketing Strategy
- Google Ads Campaign Plan
- Meta Ads Campaign Plan
- Landing Page Copywriter
- Conversion (CRO) Audit
- Remarketing / Retargeting 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.