

THE ULTIMATE 13-POINT AD WASTE AUDIT CHECKLIST

Freebie Vault [Linkedln](#)

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Stop Bleeding Money & Transform Your Marketing ROI

1. TRAFFIC QUALITY & TARGETING

1 AUDIENCE PRECISION SCORE

Audit Question: What are your relevance/quality scores across platforms?

- **Facebook:** Aim for 8+ Relevance Score
- **Google:** Target 7+ Quality Score

- **LinkedIn:** 65%+ Click Demographics Match

Action Steps:

- Export audience insights report for each platform
- Identify demographics engaging but not converting
- Create separate campaigns for highest-engaging segments
- **Pro Tip:** For Facebook, use the "Breakdown" feature to see which specific interests are driving conversions vs. just clicks

2 TRAFFIC TEMPERATURE MATCH

Audit Question: Does your messaging match audience awareness level?

Implementation Framework:

Audience Stage	Ad Approach	Offer Type	Success Metrics
Cold	Problem-aware content	Lead magnet/Value-first	Engagement rate > 3%
Warm	Solution-aware with social proof	Tripwire/Low-ticket	CTR > 1.5%
Hot	Urgent, direct offer with FOMO	Core offer/Premium	Conv rate > 5%

Action Steps:

- Segment campaigns by awareness level
- Create custom audiences for each temperature
- Use different creatives for each segment
- **Pro Tip:** Conduct a "Scroll Stop Test" - show your ad to 5 people for 3 seconds. If they can't name your core value prop, redesign it.

3 PLATFORM-AUDIENCE ALIGNMENT

Audit Question: Does your offer match platform intent?

Platform Intent Matrix:

- **Facebook:** Entertainment/Discovery (use story-based approach)
- **Instagram:** Aspirational/Visual (lead with results imagery)
- **LinkedIn:** Professional/Educational (lead with data/insights)
- **YouTube:** Information-seeking (lead with how-to)
- **TikTok:** Entertainment/Trends (lead with pattern interrupts)

Action Steps:

- Reallocate budget to top 2 performing platforms
- Create platform-specific creative (don't repurpose)

- **Pro Tip:** Calculate platform-specific CPL and focus 80% of budget on lowest CPL platform
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2. AD-TO-LANDING PAGE COHERENCE

4 MESSAGE CONSISTENCY

Audit Question: Do your ad promises match landing page headlines?

Conversion Killer Alert: 82% of landing pages have different primary claims than their corresponding ads.

Message Match Formula:

1. Extract exact headline from ad
2. Use identical headline on landing page
3. Mirror same 3 key benefits in same order
4. Use consistent terminology (don't switch between "course," "program," "system")

Action Steps:

- Create ad-specific landing pages rather than generic ones
- A/B test direct headline copies vs. expanded versions
- **Pro Tip:** Use "Message Mining" - copy exact phrases from customer testimonials into both ad and landing page copy

5 VISUAL CONTINUITY

Audit Question: Could a visitor immediately connect your ad to your landing page?

Visual Coherence Framework:

- Same primary image/video concept
- Consistent color palette (max 2-3 colors)
- Identical font families
- Similar layout structure

Action Steps:

- Create a visual style guide for each campaign
- Use identical featured images when possible
- Maintain consistent button styles and colors
- **Pro Tip:** Create a "visual bridge element" - a unique visual identifier that appears in both the ad and above-the-fold on your landing page

6 CALL-TO-ACTION ALIGNMENT

Audit Question: Does your CTA create psychological whiplash?

The Commitment Escalator:

1. Ad CTA sets expectation level
2. Landing page CTA must match or be a logical next step
3. Avoid commitment jumps (e.g., "Learn More" → "Buy Now")

Action Steps:

- Map your commitment sequence for all CTAs
 - Test identical CTAs against progressive CTAs
 - **Pro Tip:** Use "Micro-Yes Sequencing" - each CTA should be a slightly larger commitment than the previous one
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3. CONVERSION PATHWAY OPTIMIZATION

7 CONVERSION STEP ANALYSIS

Audit Question: Where exactly are visitors dropping off?

Drop-off Diagnosis:

- **25%+ drop at landing page:** Message mismatch or slow load time issue
- **40%+ drop at opt-in form:** Too many fields or unclear value exchange
- **60%+ drop at payment page:** Insufficient value buildup or trust elements
- **80%+ drop at checkout:** Unexpected costs or complicated process

Action Steps:

- Install heatmap tracking (Hotjar/CrazyEgg)
- Set up funnel visualization in Analytics
- Record session videos of actual users
- **Pro Tip:** Implement exit-intent surveys asking "What stopped you from continuing today?" to get qualitative data

8 FORM FIELD MINIMIZATION

Audit Question: Are you asking for unnecessary information?

Field Impact Data:

- Each field beyond Name + Email reduces conversion by ~7%
- Phone number fields decrease conversion by ~5% but increase lead quality by ~15%

Field Optimization Framework:

1. Initial form: Collect only what's needed to deliver value
2. Progressive profiling: Gather additional data after value delivery
3. Segment early: One key segmentation question beats multiple fields

Action Steps:

- Remove all non-essential fields
- A/B test with/without phone field
- Replace dropdowns with radio buttons when under 5 options
- **Pro Tip:** Use "Field Sequencing" - put highest-friction fields (phone, company size) last in the sequence

9 MOBILE RESPONSIVENESS

Audit Question: Is your full funnel seamless on mobile?

Mobile Experience Checklist:

- Page load under 3 seconds on 4G
- No horizontal scrolling required
- Form fields fill 100% of screen width
- CTA buttons minimum 45px height
- Font size minimum 16px
- At least 10px padding between clickable elements

Action Steps:

- Test complete funnel on at least 3 different devices
- Enable AMP for landing pages when possible
- Implement mobile-specific heatmaps
- **Pro Tip:** Create a "thumb zone heat map" - all key CTAs should be in natural thumb reach on mobile screens

4. RETARGETING EFFECTIVENESS

10 SEGMENTATION STRATEGY

Audit Question: Are you retargeting everyone with the same message?

Behavioral Segment Matrix:

Visitor Type	Retargeting Approach	Optimal Frequency	Offer Adjustment
Page visitor	Address "why they should return"	10-14 days	Content upgrade
		7-10 days	

Video viewer (75%+)	Continue narrative where they left off		Same offer, new angle
Cart abandoner	Focus on specific objection handling	3-5 days	Add fast-action bonus
Post-purchase	Cross-sell or referral request	14-21 days	Upsell or affiliate

Action Steps:

- Create segment-specific landing pages
- Test different messaging for each segment
- **Pro Tip:** Create a "custom intent audience" combining your site visitors with in-market segments for 2-3X higher conversion

111 FREQUENCY CAPS

Audit Question: Are you creating ad fatigue?

Optimal Frequency Ranges:

- Cold audiences: 3-5 impressions
- Warm prospects: 7-12 impressions
- Cart abandoners: 15-20 impressions
- Post-engagement: 5-8 impressions

Action Steps:

- Set platform-specific frequency caps
- Create multiple ad variants for each segment
- Implement a "cooling off" period after frequency threshold
- **Pro Tip:** Implement "Evolutionary Retargeting" - change the creative format after every 5 impressions (image → video → carousel)

112 RETARGETING WINDOW

Audit Question: Is your retargeting window matched to your sales cycle?

Window Optimization By Offer Type:

- E-commerce (under \$100): 7-14 days
- Info products/mid-ticket: 30-45 days
- High-ticket services: 60-90 days
- B2B solutions: 90-120 days

Action Steps:

- Analyze time-to-purchase data from past conversions
- Create audience duration segments and test

- **Pro Tip:** Implement "Intensity Scheduling" - increase frequency in the first 30% and last 20% of your retargeting window, reduce in the middle

5. TRACKING & MEASUREMENT

13 ATTRIBUTION MODEL CHECK

Audit Question: Does your attribution model reflect actual customer behavior?

Model Selection Framework:

Business Type	Recommended Model	Key Metric Focus	Look-back Window
E-commerce	Position-based (40/20/40)	ROAS	30-day click, 1-day view
Info-products	Time-decay	CPL + Conversion Rate	60-day click
Services	First-click	CAC	90-day click
B2B	Linear	Quality leads	90+ days

Action Steps:

- Compare attribution models in Analytics
- Test increasing look-back windows by 30 days
- Implement cross-device tracking
- **Pro Tip:** Create a "Truth Attribution" model by surveying new customers with "How did you first hear about us?" and "What finally convinced you to purchase?" to supplement analytics data

WASTE SCORE CALCULATION

Rate each element 1-5 (1=critical issues, 5=fully optimized)

Score Interpretation:

- **60-65 points:** Elite funnel performance (top 2%)
- **50-59 points:** Strong performance (top 10%)
- **40-49 points:** Solid with optimization opportunities (25% improvement potential)
- **30-39 points:** Significant waste occurring (50-75% improvement potential)
- **Under 30:** Critical optimization needed (100%+ improvement potential)

Quick ROI Calculator:

Text

Current Monthly Ad Spend: \$_____

Waste Score: _____

Estimated Monthly Savings: \$_____ × (65 - Waste Score) ÷ 10 = \$_____

IMPLEMENTATION ROADMAP

1. Start with items scoring 2 or below
2. Address no more than 2-3 items at once
3. Allow 2 weeks of data collection between changes
4. Re-audit every 30 days
5. Celebrate every 5-point improvement (≈ 15-20% ROI boost)

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