



Every Impression Matters

PERFORMANCE MARKETING · FREE RESOURCE

D2C ADS AUDIT CHECKLIST

Find What's Killing Your ROAS in 5 Minutes

Campaign

Targeting

Creatives

Funnel

Tracking

■ **DM 'AUDIT' on Instagram for a Free Personalized Audit**

@wakeuplive.in

Built for D2C Founders Who Are Tired of Burning Ad Budget

Most D2C brands don't have a budget problem — they have a structure problem. Use this audit to pinpoint exactly where your funnel is leaking and fix it in under 5 minutes. Be brutally honest. Every 'No' is money you're leaving on the table.

CAMPAIGN STRUCTURE

- Are you running conversion campaigns (not traffic or awareness)?
- Are you optimizing for the right event — Purchase or qualified Lead?
- Do you have too many ad sets causing over-segmentation?
- Is your budget concentrated, or spread too thin across campaigns?

TARGETING

- Are you using broad targeting or a clean, focused interest stack?
- Are you avoiding outdated / irrelevant job title targeting?
- Are you allowing Meta's algorithm enough data to exit Learning phase?

★ MOST IMPORTANT SECTION — Fix creatives first, everything else is secondary ★

CREATIVES

- Does your ad hook stop the scroll and grab attention within first 3 seconds?
- Are you clearly addressing a specific customer pain point or desire?
- Are you showing a compelling product/service outcome (not just features)?
- Do you have at least 2–3 different creatives running simultaneously?

PRO TIP 80% of ad performance comes from your creative. Budget, targeting & structure only matter if your creative converts.

FUNNEL

- Does your landing page message match exactly what your ad promises?
- Is your call-to-action (CTA) bold, clear, and above the fold?
- Is your page loading in under 3 seconds on mobile?
- Are you tracking where users drop off before reaching the conversion step?

TRACKING

- Is your Meta Pixel installed correctly and firing on all key pages?
- Are your events firing properly — PageView, ViewContent, AddToCart, Purchase?
- Are you tracking actual conversions (revenue) or just vanity metrics like clicks?

If you checked NO in more than 3 places...

Your ads are leaking money.

Every unchecked box is a gap in your funnel — and a direct hit to your ROAS. The good news? It's fixable.

— LIMITED FREE AUDITS AVAILABLE —

Want Us to Audit Your Ads Personally?

DM "AUDIT" on Instagram

We'll review your funnel, creatives & tracking — for free.

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