

Free Paid Media Audit

A full breakdown of every check we run — across Google, Meta, LinkedIn, and more

This document outlines every area we review when auditing a paid media account. Whether you're running Google Ads, Meta, LinkedIn, or multiple platforms, each section below reflects the specific checks, questions, and performance signals we evaluate — so you know exactly what we're looking at and why it matters.



Google Ads Audit

Covers Search, Display, Shopping, Performance Max, and YouTube campaigns

Account & Campaign Structure

Campaign organisation	Are campaigns separated by goal type — Search, Shopping, Display, Video, PMax? Is each campaign on one network only (Search OR Display, not both combined)?
Naming conventions	Is there a consistent, logical naming structure across campaigns, ad groups, and assets that makes management and reporting efficient?
Budget allocation	Is budget distributed across campaigns based on performance data and priority, or split arbitrarily? Are any campaigns hitting daily budget limits and losing impression share as a result?
Location & language	Are location targets explicitly set — and verified? Are you targeting the right geographic areas and excluding locations that don't convert?
Brand vs non-brand	Are branded keywords separated into their own campaign? This is critical for accurate performance reporting and bid control.
Ad scheduling	Is dayparting configured based on actual conversion data? Are you spending during hours and days when your audience is most likely to convert?
Device bid adjustments	Are device-level bid modifiers set based on conversion rate differences between desktop, mobile, and tablet?

Keywords & Targeting

Match type strategy	Is there a deliberate mix of Exact, Phrase, and Broad match keywords? Are Broad match keywords properly supported by Smart Bidding and strong negative lists?
Negative keywords	Is there an active negative keyword list at account and/or campaign level? When was the Search Terms report last reviewed to identify irrelevant queries?

Quality Scores	Are there keywords with Quality Scores below 5? Low QS keywords raise CPCs and suppress ad rank — these need to be optimised or paused.
Keyword duplication	Are the same or similar keywords appearing in multiple ad groups or campaigns, causing internal competition and inflated CPCs?
Search Terms review	Is the Search Terms report reviewed regularly (at minimum monthly) to mine for new keyword opportunities and add negatives?
Audience layering	Are audiences (remarketing, customer match, similar segments) layered onto Search campaigns for observation and bid adjustments?

Ad Copy & Assets

RSA quality	Does every active ad group have at least 2–3 Responsive Search Ads? Are asset strength ratings "Good" or "Excellent"? Are underperforming assets being replaced?
Ad extensions	Are all relevant extensions active — sitelinks, callouts, structured snippets, call extensions, lead form extensions, image extensions? Missing extensions reduce CTR and Ad Rank.
Headline relevance	Do headlines include the primary keyword naturally? Do they speak to the specific user intent of that ad group?
CTAs	Are descriptions including a specific, action-oriented call to action? Vague CTAs ("Learn More") consistently underperform specific ones ("Get a Free Quote Today").
Ad-to-landing-page alignment	Does the messaging in each ad match what the user finds when they land on the page? Misalignment drives bounce rate and reduces Quality Score.

Bidding Strategy & Smart Bidding

Bid strategy alignment	Is the bidding strategy matched to the campaign goal? Awareness campaigns should not use Target CPA. Conversion campaigns should not use Maximise Clicks.
Smart Bidding readiness	If using Target CPA or Target ROAS, does the campaign have sufficient conversion volume (30+ per month minimum) to train the algorithm reliably?

CPA/ROAS targets	Are Target CPA or ROAS targets set based on actual business margin data — or were they guessed? Unrealistic targets cause Smart Bidding to under-deliver or overspend.
Impression share	Is Search Impression Share being monitored? Lost IS due to budget or rank? This identifies whether you're missing high-intent searches due to constraints.

Conversion Tracking & Measurement

Conversion action setup	Are all meaningful conversion actions configured — form submissions, phone calls, purchases, live chat? Are they categorised correctly as Primary vs Secondary?
Tracking accuracy	Are conversions firing correctly with no duplication? Is the Thank You page (not the form page) triggering the conversion event?
Phone call tracking	If phone calls are a meaningful lead source, is call tracking set up via Google forwarding numbers or a third-party tool?
Attribution model	Is the attribution model appropriate for the sales cycle length? Data-driven attribution is recommended for accounts with sufficient conversion volume.
GA4 connection	Is Google Ads linked to GA4? Are GA4 conversion events imported into Google Ads for audience building and reporting continuity?
Tag Manager	Is Google Tag Manager deployed and managing all tags? Direct tag installation on websites creates maintenance and accuracy risks.

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Meta Ads Audit (Facebook & Instagram)

Covers campaign structure, audience strategy, creative, pixel health, and attribution

Account & Campaign Structure

Campaign objective	Is each campaign using the correct objective — Awareness, Traffic, Engagement, Leads, or Sales? The objective determines how Meta's algorithm delivers and optimises ads.
Campaign Budget Optimisation	Is CBO (Advantage Campaign Budget) configured appropriately? CBO works well for mature accounts but can suppress promising new ad sets in the early learning phase.

Funnel coverage	Does the account have campaigns across all three funnel stages — cold prospecting (TOFU), warm audiences (MOFU), and retargeting (BOFU)? Gaps in funnel coverage leave money on the table.
Ad set consolidation	Is the account fragmented into too many ad sets with small budgets? Over-segmentation prevents ad sets from exiting the learning phase and limits algorithm optimisation.
Naming conventions	Are campaigns, ad sets, and ads named logically — so you can identify audience, placement, objective, and creative from the name alone?

Audience Strategy

Prospecting audiences	Are interest-based and behavioural audiences well-defined and relevant? Are Advantage+ Audience settings being tested against manual targeting?
Custom audiences	Are website visitor custom audiences active and segmented by behaviour (e.g., all visitors vs product page visitors vs cart abandoners)? Are customer email lists uploaded?
Lookalike audiences	Are lookalike audiences built from high-quality seed data — purchasers, high-LTV customers, or lead form completions? Are multiple lookalike percentages being tested?
Audience exclusions	Are existing customers excluded from prospecting campaigns? Are recent converters excluded from retargeting? Missing exclusions waste budget and irritate customers.
Audience overlap	Is there significant audience overlap between ad sets causing internal competition? Meta's Audience Overlap tool should be used to identify and resolve this.
Retargeting windows	Are retargeting audiences segmented by recency — e.g., 7-day, 30-day, 90-day website visitors? Recent visitors should receive different messaging than older ones.

Creative & Ad Formats

Creative variety	Are multiple creative formats being tested — static images, carousel, video, collection? Relying on a single format limits reach and leads to faster ad fatigue.
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Ad fatigue monitoring	Is frequency being monitored at the ad set level? Frequency above 3–4 for cold audiences signals creative fatigue and typically causes performance decline.
Creative-audience alignment	Does the creative speak directly to the specific audience seeing it? Prospecting creative should differ from retargeting creative in both message and offer.
Video performance	For video ads, what is the 3-second view rate and 50% completion rate? Poor early retention means the hook needs reworking before further spend is applied.
Copy and hooks	Do ad headlines and first-line copy create immediate, specific relevance? The first line of a Meta ad is critical — generic openers ("Are you looking for...") consistently underperform.
Landing page match	Does the ad creative and copy message match what the user finds on the landing page? Disconnect between ad and landing page is a major driver of high bounce rates and low ROAS.

Pixel, Tracking & Attribution

Meta Pixel health	Is the Pixel firing correctly on all key pages? Are there any pixel errors flagged in Events Manager? Is the pixel being tested with the Pixel Helper tool?
Conversions API (CAPI)	Is server-side tracking via the Conversions API set up alongside the browser Pixel? Post-iOS14, CAPI is essential for accurate attribution — browser-only tracking misses 20–40% of conversions.
Event deduplication	Where both Pixel and CAPI are active, is event deduplication configured correctly to prevent double-counting conversions?
Attribution window	Is the attribution window (1-day click, 7-day click, 1-day view) appropriate for the business's typical purchase or decision timeline?
Standard Events	Are all standard events (ViewContent, AddToCart, Purchase, Lead, CompleteRegistration) configured where applicable — not just PageView?
Business Manager verification	Is the Business Manager verified with Meta? Is the domain verified in Business Settings? Unverified accounts face targeting and delivery restrictions.



LinkedIn Ads Audit

Covers campaign structure, B2B targeting, Lead Gen Forms, Insight Tag, and creative

Account & Campaign Structure

Campaign group organisation	Are campaign groups organised by funnel stage, audience type, or product line? Clear campaign group structure makes budget management and reporting significantly cleaner.
Objective selection	Is each campaign using the correct LinkedIn objective — Brand Awareness, Website Visits, Engagement, Video Views, Lead Generation, Website Conversions, or Job Applicants?
Budget & bid type	Is budget appropriate for the audience size? LinkedIn requires higher CPCs than other platforms — budgets that are too small prevent the algorithm from optimising. Is the bid type (Max Delivery, Cost Cap, Manual) suited to the campaign goal?
A/B testing structure	Are audiences and creatives being tested systematically — one variable changed at a time — rather than creating new campaigns ad hoc?

B2B Targeting

Professional targeting	Are campaigns leveraging LinkedIn's unique B2B targeting signals — job title, seniority, function, company size, industry, and skills? These are LinkedIn's core differentiator from other platforms.
Company targeting	For Account-Based Marketing (ABM), is a matched company list uploaded and applied? Is the list regularly updated with current target accounts?
Audience size	Is the target audience large enough for LinkedIn to optimise delivery (minimum 50,000 members recommended for most objectives)? Overly narrow targeting starves delivery.
Exclusions	Are existing customers, current employees, and competitor companies excluded where appropriate to focus budget on genuine prospects?
Matched audiences	Are website retargeting audiences configured via the Insight Tag? Are contact list audiences (email upload) being used for high-value prospect targeting?
Lookalike audiences	Are lookalike audiences built from high-performing seed audiences — website converters, customer contact lists — to scale prospecting efficiently?

Lead Gen Forms & Creative

Lead Gen Form setup	If Lead Gen Forms are in use, are pre-filled fields appropriate and minimal? Fewer fields = higher completion rate. Are thank-you messages and destination URLs configured?
Lead quality vs volume	Is the offer on Lead Gen Forms gated appropriately — specific and valuable enough to attract serious prospects rather than maximising low-quality form fills?
Sponsored Content	Does Sponsored Content have compelling visuals and a clear value proposition in the first two lines? LinkedIn truncates copy — the hook must appear before the "See More" cut-off.
Message Ads	If Message Ads (InMail) are in use, are they personalised, concise, and sent at appropriate frequency? Message Ad fatigue is real — recipients who are over-messaged disengage entirely.
Creative rotation	Are multiple creatives being rotated and tested? LinkedIn's algorithm needs at least 2–3 ad variations per campaign to optimise delivery effectively.

Insight Tag & Conversion Tracking

Insight Tag installation	Is the LinkedIn Insight Tag correctly installed on all pages of the website? Is it verified as active in Campaign Manager?
Conversion events	Are conversion events configured in Campaign Manager — form submissions, thank-you page visits, purchases, or other goal completions? Without conversion tracking, LinkedIn cannot optimise campaigns for results.
Retargeting audiences	Are website retargeting audiences being built from Insight Tag data — all visitors, specific page visitors, video viewers?
CRM integration	Is LinkedIn connected to a CRM (HubSpot, Salesforce) for lead quality feedback? This is critical for understanding downstream conversion rates from LinkedIn leads.

Cross-Platform & Overall Account Health

Checks that apply across all active paid media channels

Budget allocation logic	Is overall paid media budget distributed across platforms based on performance data and funnel role — or divided arbitrarily? Is there a clear rationale for how much is allocated to each channel?
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Funnel coherence	Do the platforms work together across the funnel — e.g., Meta building awareness, Google capturing intent, LinkedIn targeting decision-makers? Or are channels operating in silos with no coordinated strategy?
Attribution & reporting	Is there a single reporting view (GA4, a dashboard) that shows cross-channel performance — not just platform-native reports, which each attribute credit differently and can double-count conversions?
Audience consistency	Are remarketing audiences consistent and connected across platforms? A user who visits your website should be retargeted on both Google Display and Meta — not just one.
Landing page quality	Across all platforms, are ads directing traffic to dedicated, high-converting landing pages — or to a generic homepage? Landing page quality is a universal performance lever.
Ad spend vs revenue	At an account level, is blended ROAS or cost-per-acquisition being tracked across all platforms combined? Platform-level ROAS often over-attributes; a blended view is closer to reality.
Top 3 priority fixes	After reviewing all active platforms, we identify the three changes that will have the highest impact on performance — ranked by revenue opportunity, clearly explained, and immediately actionable.

■ Ready for your free audit?

Get in touch at www.the6thavenue.com and tell us which platforms you're currently running. We'll review your account against every checkpoint above and deliver your findings — including your top 3 priority fixes — within 48 hours.