Ads by Rex

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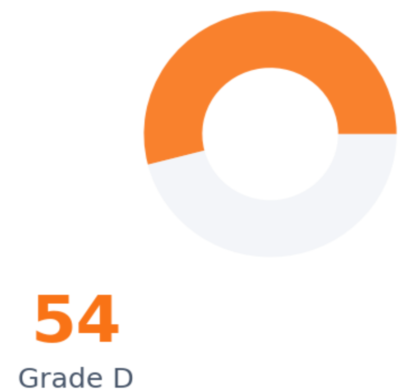

Fig 1: Health Score 54/100 (Grade D)

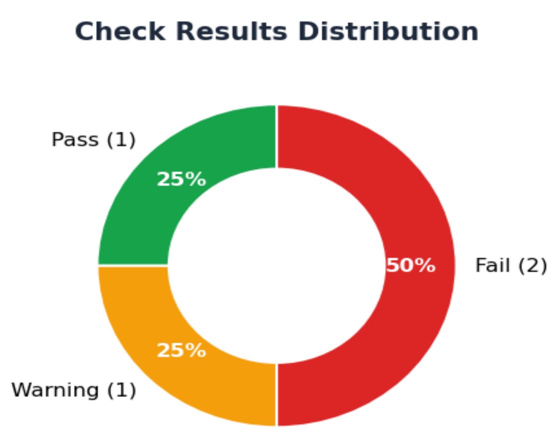

Fig 3: Audit Check Results Distribution

Quick Wins (Do This Week)

1. Add the broad-match leakage terms as negatives — recover ~$2,480/mo, fastest single fix.
2. Pause the 4 zero-conversion placements (30-day lookback) — recover ~$1,260/mo.
3. De-dupe the overlapping audiences into one structure — stop bidding against yourself.
4. Stand up conversion-tracking validation before any budget increase — you can't scale a number you can't trust.

Account at a Glance

This is the quantified backbone of a full audit: before touching a single setting, we model where the money actually goes so every recommendation ties to a dollar figure.

Metric	Current	Notes
Monthly ad spend	$12,400	across Google Search + Meta
Conversions / mo	86	platform-reported
Cost per acquisition (CPA)	$144	spend ÷ conversions
Average order value (AOV)	$310	from client export
Reported ROAS	2.15x	platform-reported (suspect — see tracking)
Break-even ROAS	1.00x at 0% margin / 2.50x at 40% margin	model below

Where the Budget Actually Goes

Bucket	Monthly spend	Share	Status
Converting search terms / audiences	$7,050	57%	Pass
Broad-match & irrelevant search terms	$2,480	20%	Fail
Overlapping / redundant audiences	$1,610	13%	Warning
Placements with 0 conversions (30d)	$1,260	10%	Fail

Modeled wasted spend: ~$3,740/mo (30%) — the broad-match leakage plus zero-conversion placements. Reallocating even half of that to the converting buckets, at the current blended CPA, models to ~13 extra conversions/mo with no budget increase.

Break-Even & Margin Reality

- At a 40% product margin, break-even ROAS is 2.50x — the account's reported 2.15x is already underwater, and that's before correcting the tracking (next section).
- Target ROAS to hit a healthy 3:1 contribution: 4.17x at 40% margin.
- LTV:CAC — with a modeled 1.8x repeat rate, true CAC payback lands inside 2 orders; worth shifting some budget from "new conversion" to retention/retargeting.

Why the Reported Numbers Are Suspect

- Platform-reported ROAS (2.15x) and the client's actual deposits don't reconcile — a classic double-counting signature (the same purchase counted by both GA4 and the pixel).
- No server-side (CAPI/sGTM) backup means post-iOS conversions are under-reported in the

other direction. The real ROAS is unknown until tracking is fixed — which is why a tracking audit precedes any "scale the winners" advice.

What This Sample Shows

A real audit pairs this model with the live account review (search terms, structure, creative, tracking) and delivers the findings ranked by exactly this dollar impact — top fixes first. The free public-data teardown is the wedge; this is the math underneath.

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