Meta Ads Performance Checklist

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1. ## How to analyze winning creatives (UGC, influencer, testimonials)

- High Hook Rate (First 3 Seconds): Is your scroll-stopper catching attention?
- Watch Time: More than 50% video watch = good engagement.
- CTR Above 1.5%: Indicates strong interest from creative.
- Comments & Saves: More social proof = better.
- Testimonial Style: Use "problem + experience + result" format.
- Influencer Format: Natural talk + show product in real life.

Use Facebook Ads Manager > Breakdown by Creative to see which ad drives most purchases.

2. Best Practices to Optimize Landing Page for Maximum ROAS

- Fast Loading Time (<3s)
- Clear Headline: Match Ad Promise with Page Headline.
- One Clear CTA: Don't confuse with multiple CTAs.
- Product Images/Videos: High quality, mobile optimized.
- Trust Builders: Reviews, delivery info, return policy.
- Simplified Checkout: Avoid redirects, 3rd party issues.

Use Hotjar (free version) to see user behavior on landing page.

3. Funnel-building strategies (awareness → warm retargeting → hot buyer retargeting)

- Awareness: Video Ads (UGC, Influencers) with Broad Audience.
- Consideration: Engagement & Website Visitors Retargeting.
- Conversion: Retarget ATC, IC, VC with Offers.
- Loyalty: Thank you message + Upsell ads to past buyers.

Bonus: Use "Engaged with Page/Instagram" audience + 30-day Website Visitors for Retargeting.

4. Secret lookalike audience scaling tricks

- 1% Lookalike from:

- Purchase Events (high quality)
- High-Value Customers (CSV upload)
- Video Views 75%+ (UGC/Influencer)
- Stack Lookalikes: 1% + 2% + 3% in one ad set.
- LAL + Interest Layering: Combine Lookalike with "Engaged Shoppers."

Start with ABO. After 2-3 wins, move to CBO for scaling.

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5. How to set up Conversion API without using any paid tools

- Use Meta Commerce Manager Setup Wizard
- Connect via Partner Integration (like Shopify, WooCommerce)
- Manual Setup Option: Add CAPI code manually or use Google Tag Manager.
- Check Events Match Quality in Events Manager.

Tools: Meta Events Manager + GTM (free) + Plugin (if CMS-based site)

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6. Tips to handle ad fatigue and audience burnout

- Monitor Frequency: 2.5+ means it's time to refresh.
- Creative Rotation Every 7-10 Days
- Change Hook / First Frame / Offer
- Split Test Format: Try Reels vs Image vs Carousel.
- Retarget Different Time Window: 7-day vs 30-day.
- Broaden Audience Slightly: New interest layering.

Watch "First Time Impression Ratio" in Ad Set Inspector Tool.

📊 Bonus Tools (Free to use)

- ChatGPT (Scriptwriting, Hooks, Copy)
- Canva (Creative Design)
- Influee (UGC Collection)
- Facebook Ad Library (Competitor Spy)
- Ubersuggest Extension (Traffic & Keyword)
- SetupVPN (Ad Preview in Other Regions)
- Meta Ads Reporting (Breakdown: Age, Gender, Creative)

Let me know if you have any question regards this checklist.

Keep Testing, Keep Scaling!

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