

SCANVANTIS · COMPLIMENTARY GROWTH OPPORTUNITY AUDIT · FOR PROSPECTS & FIRST CLIENTS

Meta Ads Audit Checklist

A 30-45 minute account check you can run from scratch - built around the change that matters right now, and the foundations that decide whether any ad spend works.

URGENT: DECIDE BEFORE 28 OCT

LEAVE-BEHIND FOR PROSPECTS

NO ACCESS? START WITH SECTION 1

How to use it: Work top to bottom. Tick each box, write what you found - not just yes/no - and finish with the Decision Log on page 3. That log is what you hand back to the prospect. It turns a free check into a clear, dated recommendation.

Before you start

Account name / Business Manager ID

Audited by / Date

Website & main conversion goal

What good looks like

You are not looking for a perfect account. You are looking for:

1. One deliberate destination decision
2. Tracking you can trust
3. No silent limits on delivery
4. A next test worth paying for

1 Act before 28 October: product browsing

What is changing: From 28 October, Meta plans to auto-enable "product browsing" on existing ads unless the advertiser opts out. A tap can then open a Meta-controlled product page before the brand's own website.

Meta has cited an average +3% conversions from its August test. That is Meta's average - it does not tell you what will happen on any one account. Your job is to decide per account, not to accept the default.

- ☐ **Find the setting.** In Ads Manager, check ad-level destination / Advantage+ settings for every active ad set. Note: website, product page, or automatic.
- ☐ **Check the product page as a customer would.** Open it on mobile. Are price, images, description and stock correct? Does it match the landing page promise in the ad?
- ☐ **Compare the two destinations.** Where does the brand's own site convert better - checkout speed, trust, upsells, lead form? Where might Meta's page win - a slow or weak mobile site?
- ☐ **Make the call - and write it down.** Opt out where the brand site is stronger. Leave enabled (or test) where the site is the bottleneck. Record it in the Decision Log, page 3.
- ☐ **Set a review date.** Recheck 7 and 14 days after 28 Oct: CTR, landing page views, conversion rate and cost per result.

Where to opt out: the opt-out link was in Meta's notification email - search the advertiser's inbox for "product browsing". If the email is gone, switch it off per ad under Advantage+ Creative / Destination settings.

Timing tactic: make the call before Black Friday - opt out where the brand's own site is stronger, then test product browsing afterwards on clearly labelled ad sets. Meta's +3% figure comes from an August test of roughly 117,000 advertisers with an undefined metric (likely existing customers), and Ads Manager will not separate catalogue-driven results from creative-driven ones - so treat any reported "lift" with care.

Also check now: Meta's AI landing pages test

What is being tested: Since 14 October, Meta has been testing AI-built landing pages on a small share of traffic (under 5% of impressions). The AI builds a page from the ad plus the brand's site content and can show it instead of the brand's website - and the pixel and GA4 do not fire there, so those visits never appear in the brand's analytics.

Not confirmed by Meta - trade-press reporting only. Treat it as a setting to check, never a claim to quote to a client.

- ☐ **Check whether the test is switched on.** In Ad Account Settings, look for "test new AI generation features". Record on or off in the Decision Log, page 3.
- ☐ **Make the call.** Switch it off where the brand relies on its own landing pages and analytics to judge spend. If it stays on, agree in advance how you will spot traffic that analytics cannot see.

Where to opt out: Ad Account Settings → switch off "test new AI generation features".

No ad account access yet? Do the mobile product-page check and ask questions 1-3 - that alone starts a useful conversation.

2 Tracking and foundations you can trust

If tracking is broken, every other decision is a guess. Check these before you judge performance.

- ☐ **Pixel installed and firing** on all key pages - use Meta Events Manager / Test Events live, not just "it was installed once."
- ☐ **Conversions API (CAPI)** connected, deduplication working, and event match quality reviewed.
- ☐ **Domain verified** in Business Settings and the right domain linked to the ad account.
- ☐ **Events prioritised correctly** - the primary conversion (purchase, lead, booking) is the one campaigns optimise to.
- ☐ **UTMs on every ad** - consistent naming for source / campaign / ad so website analytics agree with Ads Manager.
- ☐ **Catalogue clean** (if e-commerce) - no rejected products, out-of-stock heroes, or missing images feeding dynamic ads.
- ☐ **Access and ownership** - business owns its ad account, pixel and catalogue; no ex-agency or personal account is the sole admin.

3 Structure, targeting and placements

- ☐ **One clear objective per campaign** - Sales, Leads or Engagement - matched to a real business outcome, not vanity metrics.
- ☐ **No audience fragmentation** - overlapping ad sets competing in the same auction, or budgets split too thinly to learn.
- ☐ **Exclusions reviewed.** Some placement / platform / device / OS exclusions are being removed in tests (reported so far for Sales and Leads objectives). Do not build a plan that depends on a control that may disappear - note any ad set that relies on one.
- ☐ **Advantage+ placements on or off - deliberately.** If off, is there evidence for it, or is it just habit?
- ☐ **Frequency and fatigue checked** - frequency rising while CTR and conversion rate fall is a creative problem first.
- ☐ **Retargeting windows sensible** - separate warm audiences (site visitors, engagers) from cold prospecting, with exclusions for recent buyers / leads.

4 Creative and Advantage+ settings

- ☐ **Advantage+ creative enhancements listed** - note every auto-enhancement switched on (image, text, destination) so nothing surprises the brand.
- ☐ **First 3 seconds do the work** - product / problem visible immediately, captions on video, brand identifiable without sound.
- ☐ **Static-to-video considered** - strong statics tested as video in Advantage+ creative, where movement may earn attention - without replacing proven winners.
- ☐ **Copy matches destination** - the promise in the ad is the first thing a visitor sees after the click, on both the website and any Meta product page.
- ☐ **Enough variety to learn** - at least 3 distinct angles in test (problem, proof, offer), not 3 crops of the same image.

5 Limits, compliance and reporting risks

- ☐ **Special Ad Category checked.** Housing, employment, credit and related categories carry targeting constraints. If the business is anywhere near one, flag it before building audiences.
- ☐ **Political / social issue ads.** Note the reported US restriction window 27 Oct - 3 Nov ahead of the midterms if the account touches advocacy, news or election-adjacent creative.
- ☐ **Account quality clean** - no rejected ads, restricted assets or policy warnings sitting unresolved in Account Quality.
- ☐ **Payment and spend limits sane** - billing method current, account spend limit not silently capping delivery.
- ☐ **Reporting still works.** Marketing API enforcement is scheduled for 27 Oct (including deprecated poll ads). If the client uses a dashboard, spreadsheet connector or third-party report, confirm it will still pull data after that date.
- ☐ **Landing page compliance** - privacy policy, clear pricing, no misleading claims in ad or page that could trigger rejection.

How to talk about risk: Do not sell a platform change as "Meta is hurting you." Say: "This is changing by default. I checked what it does on your account specifically, and here is the call I recommend - and why." That judgement is what clients pay a buyer for.

6 Decision log - complete this for every account

DECISION	CHOICE	REASON / EVIDENCE
Product browsing (28 Oct)	Opt out / Keep / Test	
AI landing pages test	Off / Keep	
Advantage+ creative enhancements	Keep / Reduce / Off	
Advantage+ placements	On / Off	
Top tracking fix	Fix by: _____	
First test to run	Start: _____	

Findings summary - circle one per row

AREA	RATING	ONE-LINE FINDING
Destination (Sec. 1)	☐ OK ☐ Fix ☐ Urgent	
Tracking (Sec. 2)	☐ OK ☐ Fix ☐ Urgent	
Structure (Sec. 3)	☐ OK ☐ Fix ☐ Urgent	
Creative (Sec. 4)	☐ OK ☐ Fix ☐ Urgent	
Compliance (Sec. 5)	☐ OK ☐ Fix ☐ Urgent	

Photocopy or duplicate this page for each prospect. Keep the completed original - it is your follow-up record if they do not reply straight away.

Use this audit to open the conversation

The audit is the wedge. Most owners will not have heard about the 28 October change, and a specific, time-bound question earns a reply in a way a generic "I do Meta ads" pitch does not.

A credible opener - adapt it, do not copy it blindly

"Hi [Name] - quick heads-up: from 28 October Meta is switching on product browsing for existing ads unless you opt out, which can send people who click your ad to a Meta product page before your own site.

I ran a quick check on [Business] and noticed [one specific, true finding - e.g. your mobile product page is missing X / your site loads faster and has Y].

Want me to send the one-page summary of what I would keep, change, or test on your account? No pitch attached - just the check."

Rules that keep the opener honest

- ☐ **One real finding per message.** If you have not actually seen it, do not claim it.
- ☐ **No doom-selling.** The change may help some accounts. Your offer is a deliberate decision, not rescue.
- ☐ **One ask only.** Permission to send the summary - not a call, a contract, and a retainer in the same message.
- ☐ **Follow up once with value.** Send the Decision Log page, not "just bumping this."

Your first week, starting from scratch

- ☐ **Day 1-2:** Run this audit on 3-5 businesses you know well enough to read honestly. Practise the write-up.
- ☐ **Day 3:** Turn your best sample audit into a clean one-page leave-behind (use page 3).
- ☐ **Day 4-5:** Send 10 personalised openers using the script above, each with one genuine finding.
- ☐ **Ongoing:** Log every reply, audit sent and decision in a simple tracker - name, date, finding, outcome, follow-up date.

Your advantage is timing, not the change itself. Advertisers who hear about a default change after their traffic shifts feel caught out. The new agency that warned them before 28 October - calmly, specifically, and without exaggerating - looks plugged-in from day one.

Note on sources: Platform dates and test details in this checklist were summarised from trade-press reporting in the week of 13-19 October 2026, including a write-up of the product browsing rollout at missionmedia.asia. The AI landing pages item reflects trade-press reporting (including Stacked Marketer, 19 October 2026, citing Common Thread Collective); Meta has not confirmed that test - verify the live setting in Ad Account Settings before advising a client. Platform rollouts change - verify the live setting in Ads Manager for each account before advising a client, and re-check Meta's own announcements for the final terms.