

TheFractions.

Scale Audit

Example Channel:
Google Ads



About Us

We're a performance marketing agency that increases your advertising ROI.

Our background is in creating high-ROI marketing campaigns for data, financial services and e-commerce businesses.

Our process supports your marketing team to consistently exceed its objectives, utilising smart data to enhance and create more effective and targeted campaigns

TheFractions.



Create Value

Our primary objective is to create lasting value for **you**.

We mean more profit





How we work

Understand

Your culture and the business objectives that power your marketing with an audit.

Amplify

Increase your ROI by managing your advertising and growing your business.

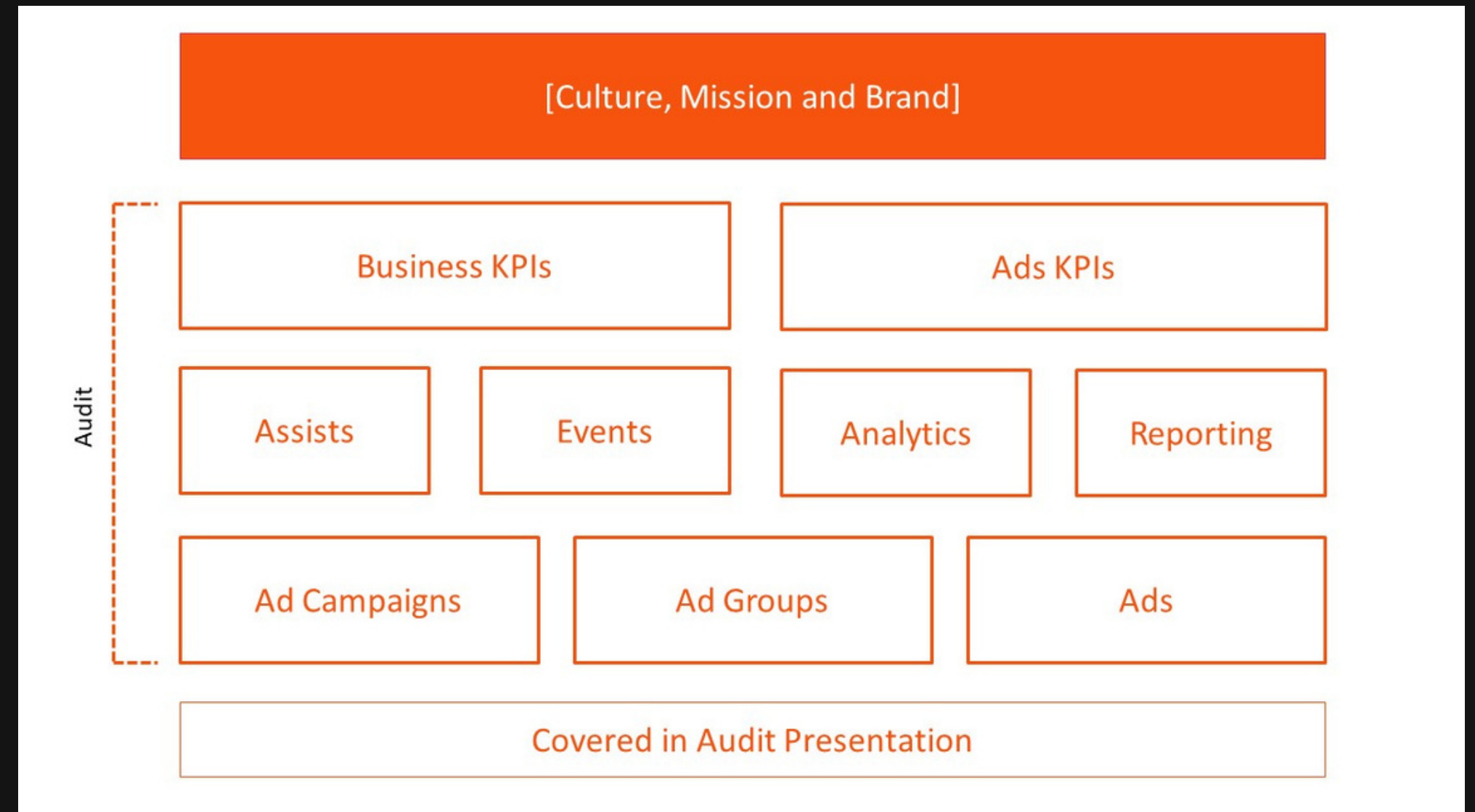
Align

Create consistent data and reporting that is aligned with your business objectives, using the audit outcomes.



Understand

Our **performance audit** helps us understand your strengths and challenges and **creates opportunities**



Google Ads Audit V2.0

What does it cover?

KPIs

Business KPIs are defined and shared

Ads Objectives are defined and aligned with business objectives

Business KPIs are widely understood

Analytics

Tracking Code present

Tracking is reporting in GA4/Ads platform

Tracking setup to monitor KPIs?

Events that lead to KPIs

Enhanced conversions are adopted?

Offline conversions are reported

Reporting window

Legal and Privacy

Data is shared appropriately for privacy

Consent mode V2 has been adopted (EU)

Specific industry requirements?

Competitor abuse

ESG

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Habits

How well do you create Campaign and Ad Group briefs?

Ads KPIs are owned and monitored?

A consistent naming structure has been adopted

A formal sign-off process exists?

Reviews

Online reviews are linked?

Review volume is appropriate for sales volume?

Campaign Settings

Campaigns types suit campaigns objectives?

Check search partner settings

Review display network settings

Review device targeting settings

Review location targeting and exclusion

Ad assets review

Ad scheduling review

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Budget and Bid

Optimised to KPIs?

Check bidding strategies/P-Max

Check for cannibalisation

Bid adjustments

Appropriate budget protection rules are set?

Automated alerts are sent

Ad Groups

Structure and Naming

Keyword volume vs objectives and campaign type

Active ads

Adverts

Keywords to copy matching

Landing page optimised for keyword and intent matching?

Landing page CTAs strength

Landing page imagery

Variations and testing/experiments

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Keywords

Negative list is well maintained?

Match types are appropriate and delivering required ROI?

Keyword maintenance

Keyword conflicts/waste

Competitor analysis completed?

Category keyword analysis

Extensions

Are extensions used effectively?

Check for errors in auto-created extensions

Call extension hours appropriate?

ROI/ROAS comparison vs standard campaigns

Audiences/Remarketing

1st party data is shared appropriately?

Remarketing lists are created?

Audiences used in campaigns?

Audiences used elsewhere?

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Feedback

Feedback on marketing activity is gathered from customers, sales and operations

Feedback reports are created and automated

Customers and teams are updated on changes made

Reporting

Regular reports are created and automated

Reporting cadence matches business and team needs

1 to 1 reporting takes place with senior leaders

Feeds/AI

Automated feeds are used in Ads

AI is being used to improve Ads performance

Automated rules are in place to protect and optimise Ads budgets

Shopping feeds are maintained

Shopping feeds deliver appropriate product/profit mix

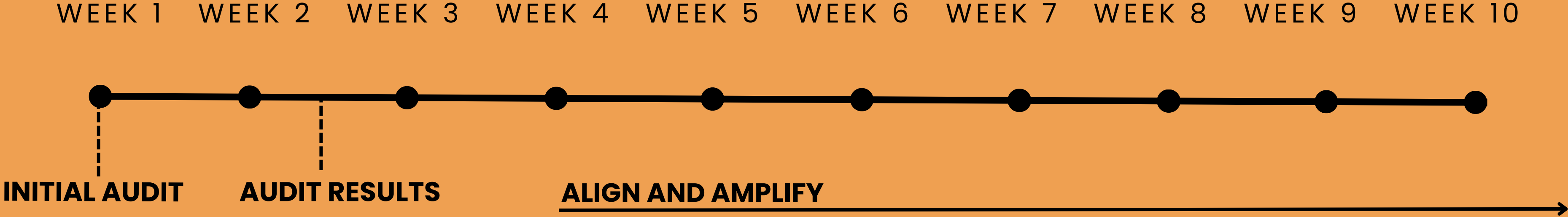
Pricing

**PERFORMANCE
AUDIT**

£3,000 + VAT

TheFractions.

Timelines



Over to you...

When do you want to
start improving your
ROI?

Contact Us

BOOK A CALL

<https://thefractions.agency/contact-us>

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Website

thefractions.agency

