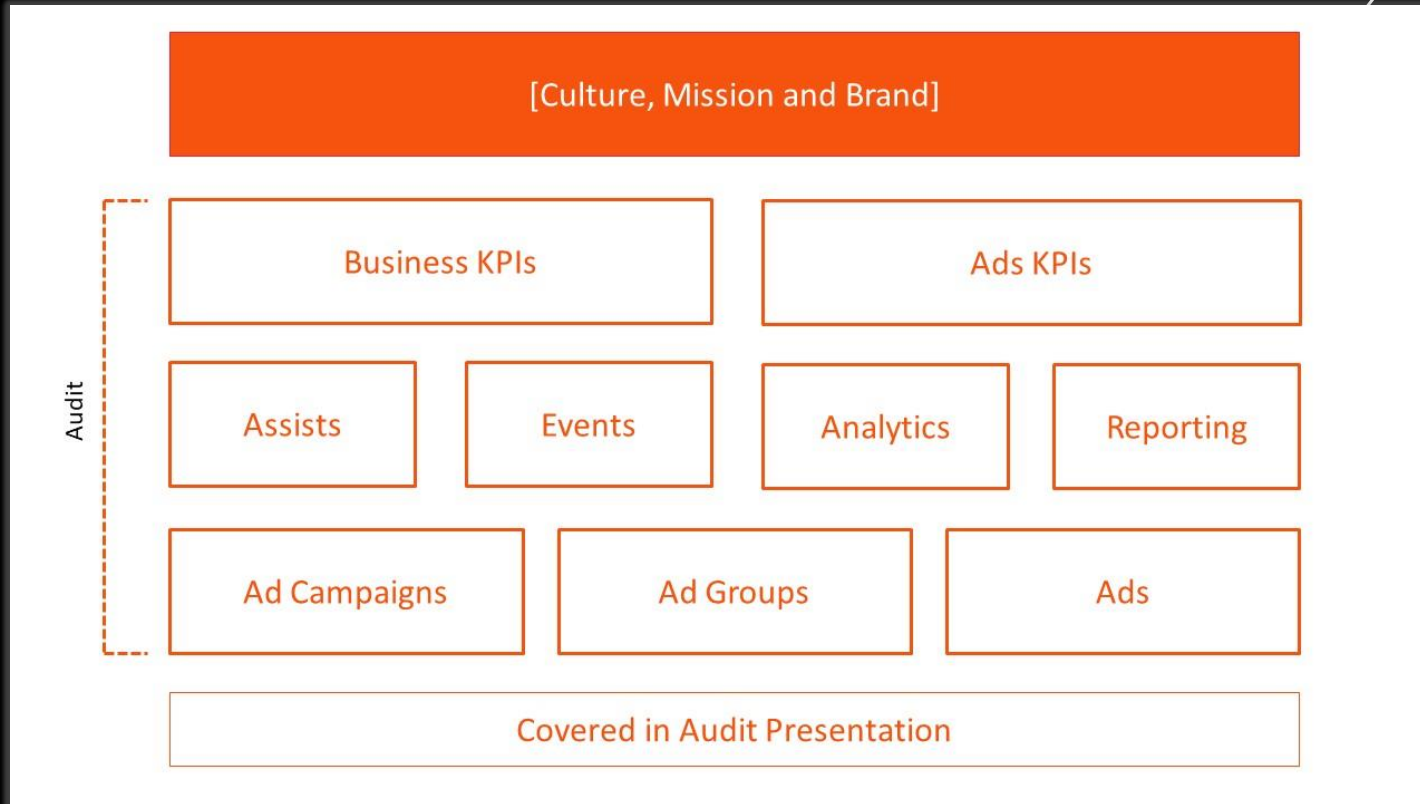


THEFRACTIONS

The Performance Agency

WHAT DOES OUR ADS AUDIT COVER?



ADS AUDIT VERSION 2.0

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

How well is event tracking setup to monitor KPIs and events that lead to KPIs

Enhanced conversions are adopted?

Offline conversions are reported

LEGAL AND PRIVACY

Data is shared appropriately for privacy

Consent mode has been adopted for Google

Specific industry requirements?

Competitor abuse

ESG

ADS AUDIT SECTIONS

AGENCY 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

ADS AUDIT SECTIONS

BUDGET AND BIDDING

Optimised to KPIs?

Check bidding strategies

Check for cannibalisation

Bid adjustments

Appropriate budget protection rules are set?

Automated alerts are sent

AD GROUPS

Keyword volume vs objectives and campaign type

Active ads

ADVERTS

Keywords and copy

Landing page optimised for keyword and intent matching?

Landing page CTAs strength

Landing page imagery

Variations and testing/experiments

ADS AUDIT SECTIONS

KEYWORDS

Exclusion 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 AND REMARKETING

1st party data is shared appropriately?

Remarketing lists are created?

Audiences used in campaigns?

Audiences used elsewhere?



ADS AUDIT SECTIONS

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

AUTOMATION AND 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

TYPICAL 3 MONTH ACTION PLAN



OTHER AUDIT TEMPLATES (NOT COVERED BY ADS AUDIT)

BRAND

Brand Key

Vision Statement

ESG stance

Online Reviews

USPs

Culture X Brand

MARKETING

Marketing Plan/Business Plan

Quarterly Marketing Plan

Channel Plan ATL, Ads, Social, CRM

Reporting

Retention

SALES

Marketing and Sales alignment

Sales Process

Retention and Re-engagement

Upselling/Cross-selling

HOW WE HELP YOU

1. UNDERSTAND

The business objectives that power your marketing and how well they are aligned with your reporting and Ads activity.

= Ads Audit

2. ALIGN

Work with you to create a consistent data environment tailored for Ads success.

= KPIs, GA4, Assists & Events

3. SYSTEMISE

Use the framework created to improve the quality and quantity of signals sent to your Ad platforms

= API, Marketing System, Testing

4. AMPLIFY

Increase your ROI with better Ads, powered by more signals that align the AI with your needs.

= Campaigns, Ads, Channels, A/B Tests, Budgets

CONTACT



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