



MANAGEMENT AND OPTIMIZATION CHECKLIST

PRIMARY STATS TO CHECK

- Cost Per Conversion (page performance)
- ROAS (overall page and ad performance)
- Cost Per Click (general ad performance)
- CTR (ad quality and call to action)
- CPV or CPM (overall campaign quality)
- Watch time and View rate (for video ads)

BIDS AND BUDGETING

- Review ads, then ad groups, then campaigns
- Pause ads at 3x desired cost per result
- Increase winning campaign budget by 10-25% each week
- Adjust target CPA bids (or remove max CPA)

ADS AND AUDIENCES

- Drill down in reports (pages, time, age, etc)
- Test multiple new audiences (ad groups) daily
 - Vary your placements, topics, keywords
 - Create keyword variations (negatives, etc)
 - Refine audience by layering targeting
 - Try wider audiences with basic interests
 - Test custom segments based on activity
- Regularly create new ad creative (all formats)



Never stop improving... and scale big!

10X MARKETING

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