

CHECKLIST

Meta Ads Account Audit

72 checks to find what's wasting budget in your Facebook and Instagram ads, scored and ranked in 2 hours.

ACCOUNT AUDIT

72 checks

- ✓ Tracking & Conversions API 
- ✓ Campaign structure 
- ! Creative variety 
- ✓ Audiences & exclusions 
- Attribution settings 
- ✓ Offer & landing page 



Top 10 fixes, ranked

72 checks

10 audit areas

Scoring spreadsheet

Ranked fix list

Contents

	How to use this audit	3
01	What changed in 2025 and 2026	5
02	Account foundations	6
03	Tracking and data	8
04	Structure and learning	11
05	Budget, bidding and optimization goals	13
06	Audiences	16
07	Creative and placements	18
08	Offer and landing page	21
09	Reporting and your source of truth	23
10	Score, fix, and re-audit every 30 days	25
11	The mistakes that most often waste budget	27
	Sources	28

01

What changed in 2025 and 2026

Much of the Meta advice still circulating describes an account that no longer exists. Here is what changed, and where it shows up in the audit.

Change	When	What it means for the audit
Aggregated Event Measurement needs no setup: the 8-event ranking per domain, the AEM tab and the conversion domain choice are gone, and domain verification is no longer needed for events.	2025 rollout	Skip event-ranking advice; check tracking quality instead (TR4–TR9, TR11).
Advantage+ shopping became Advantage+ sales campaigns , and one Advantage+ setup covers sales, leads and app objectives. "Advantage+ On" means budget, audience and placements are all on Advantage+. The existing customer budget cap was removed.	2025	Check On or Off is deliberate (ST4) and handle returning customers on purpose (ST8, AU4).
A "Financial products and services" Special Ad Category replaced "Credit", and is required in some markets.	January 21, 2025	Check every finance-related campaign (AF8).
Meta Andromeda picks a few thousand candidates from tens of millions of ads; look-alike ads are grouped and share learning. Creative limited and Creative fatigue now show as delivery statuses.	Dec 2024 – Dec 2025	Creative variety does much of what targeting used to (CR1, CR6).
The qualified leads performance goal needs a Conversions API integration for new campaigns (existing campaigns from August 2026).	April 2026	Lead advertisers need their CRM connected (TR12, OG3).
Click-through attribution counts link clicks only . Likes, shares and saves moved to engage-through (formerly engaged-view); an engaged video view starts at 5 seconds, not 10.	From March 2026	Compare periods across the change with care (RP2).

THE SHORT VERSION

The system now finds the audience. Your job is the inputs: clean conversion signals, enough budget per ad set to learn, creative that is genuinely varied, and a landing page that keeps the ad's promise. The audit is built around those inputs.

02

Account foundations

These eight checks protect the account itself. A failure here can stop every ad you run, so they come first even though none of them makes an ad perform better.

Meta lists the triggers for advertising restrictions plainly: policy breaches, suspected compromised accounts, unmet two-factor authentication requirements, and "high rates of failed payments or disputed payments". Each of those maps to a check below.

WHAT THE RESEARCH SAYS

If two-factor authentication isn't turned on, Meta may restrict or remove people's access to advertising, remove their permission to manage a shop, or remove a payment method. — [Meta Business Help Center, 2026](#)

Check and where to look	Pass · Warn · Fail	Fix
AF1 · Your business owns the core assets · High Owner of the ad account, Page, Instagram account and dataset. Business Suite > Settings > Accounts, Data sources.	Pass All four owned by your business portfolio. Warn Yours, but split across two portfolios. Fail Any owned by an agency, freelancer or personal profile, or owner unknown.	Have the owner transfer it, or create assets you own and give partners access.
AF2 · Two or three trusted people have full control · High Settings > People: who has full control (formerly "business admin").	Pass 2 to 3 current team members†, nobody else. Warn Only one person. Fail A former employee, old agency or unknown person.	Remove stale people today; add a second trusted owner.
AF3 · Access matches each person's job · Medium Settings > People and Partners: each permission against the job.	Pass Partial access by task; temporary access for contractors; finance access only for whoever pays. Warn One or two people with more than they need. Fail Full control for everyone, or a partner with full control of the ad account.	Downgrade to partial access; give contractors temporary access (3 to 75 days).

Check and where to look	Pass · Warn · Fail	Fix
AF4 · Two-factor authentication is required · High Security Center in Business Suite: the 2FA requirement.	Pass Required for everyone. Warn Used by admins, not required. Fail Not required, and some people with ad access lack it.	Turn the requirement on. Meta can restrict ad access or remove a payment method without it.
AF5 · Business verification status is known · Medium Security Center: Start verification, verified, or Ineligible.	Pass Verified, or ineligible and not needed. Warn Eligible, not verified, nothing blocked. Fail A feature you need (e.g. financial services ads) is blocked.	Verify with a business phone, a domain email or domain verification.
AF6 · No restrictions or open rejections · High Business Support Home and Account Overview: restrictions, spend limits, rejected ads (30 days).	Pass None of these. Warn Rejected ads, all fixed or appealed. Fail An active restriction, a Meta-set spend limit, or a disabled asset.	Resolve in Business Support Home; fix the policy cause before relaunching.
AF7 · Payment cannot stop delivery · Medium Billing and payments: methods, failed payments (90 days), account spending limit.	Pass Backup method on file, no failed payments†, limit well above plan. Warn No backup method. Fail A failed or disputed payment, or the limit will be hit this month.	Add a backup, raise the limit, settle balances. Failed payments can trigger restrictions.
AF8 · Special Ad Category declared where it applies · High Campaign > Special Ad Categories, for housing, employment, financial products and services, or politics. <i>N/A if no such topics.</i>	Pass Declared on every campaign it applies to. Warn Declared, but plans assume removed options (age, gender, lookalikes). Fail Applies, not declared.	Recreate with the right category. "Financial products and services" replaced "Credit" in January 2025.

THE MOST EXPENSIVE FOUNDATION FAILURE

An ad account owned by an agency or freelancer's portfolio looks fine until the relationship ends. Then the pixel history, audiences and ad history go with it. If AF1 is a Fail, fix it before you spend more on learning that you may not keep.



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