ar·tel

SAMPLE AUDIT

Ad and site audit: Japanese knife store, US

PERIOD	WHAT WE REVIEWED	BRAND
30 days	Meta ads, the site, analytics	withheld

KEY FINDING

Meta ads aren’t paying for themselves, and the analytics can’t say why

≈0.9

Return on ad spend

Over 30 days, the store’s revenue came to about 0.9 of its Meta spend.

1 → 2

One click adds two items

The “add to cart” button sends two requests per click.

≈2.5×

Analytics don’t match orders

Meta counted about 2.5× more purchases than actual orders: two pixels were firing on the site.

IN PLAIN WORDS

The store spent more on Meta ads than it made in revenue over the same 30 days. Meanwhile the ad account reported noticeably more purchases than there were real orders, so the campaigns looked better than they performed. The cart and purchase tracking need fixing first. Traffic comes after.

FIX PRIORITIES

What to fix before sending traffic

01 **Cart**

The “add to cart” button sends two requests per click. One click should add one item.

02 **Purchase tracking and pixels**

Two pixels were firing on the site, and Meta counted about 2.5× more purchases than actual orders. Keep one pixel and reconcile purchases in Meta and GA4 against the store’s orders.

03 **Page speed**

First paint takes about 6 seconds and the page weighs about 27 MB. Make the page lighter and speed up first paint.

04 **Count the $1 promo separately**

A third of the orders came from a $1 promo. Report it separately from other sales.

IN PLAIN WORDS

You can’t steer ads by numbers you can’t trust. So the fixes come first, then the traffic.

WHAT’S NEXT

A pilot plan for two funnels: a product-finder quiz and sales through Instagram Direct. The fixes and the pilot are in progress. We’ll add results after the test.