

● THE AD AUDIT

INDEPENDENT AD ACCOUNT AUDIT

Northlight Furniture Co.

Google Ads & Meta · Prepared 9 July 2026

Accounts reviewed: 1 Google Ads, 1 Meta Business account

SAMPLE REPORT

We don't run ads. We don't want your business.

We read these accounts, we wrote down the facts, and this is what we found. Northlight Furniture Co. is a fictional account, used to show what a real report looks like.

THE VERDICT

Both accounts are running on autopilot.

In the last 90 days a person made two meaningful changes to the Google Ads account. The other 41 changes were automated recommendations applied without review. Meta has not had a new ad since March. Spend keeps going out; almost nobody is steering it.

<h2>\$46,200</h2> <p>Estimated waste per year, across both accounts</p>	<h2>68 days</h2> <p>Since a human last meaningfully changed Google Ads</p>	<h2>0</h2> <p>New ads launched in either account in 90 days</p>
<h3>Google Ads health</h3> <p>34/100</p> <p>Dragged down by wasted spend and no active management.</p>	<h3>Meta health</h3> <p>41/100</p> <p>Stale creative and audience overlap are the main drags.</p>	

TOP FINDINGS

- HIGH** **\$3,180 a month is going to search terms with nothing to do with the business**
The negative-keyword list has not been touched in **eight months**. Terms like "free pallet wood" and "how to fix a wobbly chair" are being paid for.
- HIGH** **Performance Max is quietly taking credit for brand searches**
An estimated **62%** of PMax "sales" are people already searching "Northlight Furniture" who would have bought anyway.
- MED** **Meta creative is 137 days old and fatigued**
Frequency has climbed to **6.8**. The same people are seeing the same three ads over and over.
- MED** **Conversion tracking is counting some leads twice**
Reported conversions look **~18% higher** than what actually reaches the CRM, so the monthly report flatters the results.

ACCOUNT ACTIVITY – LAST 90 DAYS

What actually happened in the accounts.

Every change to an ad account is timestamped, and Google records whether a person or a script made it. This is that record. Meta figures are drawn from the public ad library and account history.

GOOGLE ADS	Last 90 days Acct 472-***-1180
Changes by a human	2
Changes by automation	41
Last human change	68 days ago
New ads launched	0
Negative keywords added	0
Budget / bid tests	0
Spend on junk terms	\$3,180 /mo
Monthly spend	\$14,200

META	Last 90 days Business acct
New ads published	0
Creative last refreshed	137 days
Ad frequency (7d)	6.8
Audience overlap	44%
Advantage+ enabled	No
Audience Network	On
Spend on dead placements	\$690 /mo
Monthly spend	\$8,600

These numbers are not opinions. Change counts and timestamps come straight from Google Ads change history; creative age and frequency come from Meta. In a real audit, every figure on this page links to the exact place in your account it was taken from.

WHERE THE MONEY'S GOING

The spend that isn't working.

A sample of search terms Northlight paid for last month that have no link to what they sell. With an empty negative-keyword list, this repeats every month.

SEARCH TERM PAID FOR	CLICKS	COST / MO	RELEVANT?
free pallet wood near me	312	\$684	No
how to fix a wobbly chair	248	\$531	No
diy headboard plans	205	\$470	No
used furniture disposal	190	\$408	No
ikea assembly service	176	\$379	No
furniture jobs auckland	143	\$322	No
+ 34 more junk terms	176	\$386	No
Wasted last month (Google search)		\$3,180	

On top of that: Meta is spending roughly **\$690/month** on Audience Network placements that convert at a fraction of Feed, and Performance Max is crediting itself for brand searches worth an estimated **\$1,500/month** in already-won demand.

\$46,200

projected wasted spend per year

That is money leaving the account every month for clicks, placements and credit that do nothing for the business. Most of it is fixable in an afternoon.

FINDINGS IN DETAIL

Everything, platform by platform.

GOOGLE ADS

HIGH

Empty negative-keyword list

No negatives added in 8 months. Root cause of the **\$3,180/mo** waste.

HIGH

PMax cannibalising brand

~62% of PMax conversions are branded searches counted as new.

MED

No active experiments

Zero bid or budget tests in 90 days. The account isn't learning.

MED

Single ad per ad group

No RSA variety, so nothing is being tested against anything.

LOW

Sitelinks outdated

Two sitelinks point to seasonal pages that 404.

META

HIGH

Creative fatigue

Frequency 6.8, creative 137 days old. CTR down **41%** since launch.

MED

Audience overlap 44%

Two ad sets bidding against each other for the same people.

MED

Audience Network waste

On by default, converting far below Feed. **\$690/mo**.

LOW

Advantage+ not tested

No automated campaign has ever been trialled.

LOW

Pixel deduplication off

Contributes to the ~18% conversion over-count.

WHAT WE'D FIX FIRST

Five moves, biggest money first.

Ordered by return on effort. The first two alone recover most of the wasted spend and can be done in a single sitting.

1 Build a negative-keyword list from the search-term report

Stops the ~\$3,180/month bleed immediately. Highest-value, lowest-effort fix in the account.

2 Split brand out of Performance Max

Add a dedicated brand campaign so PMax stops taking credit for demand you already own. Reveals what PMax is truly driving.

3 Refresh Meta creative and cap frequency

Three new concepts, frequency capped near 3. Fixes fatigue and lifts CTR before spend climbs further.

4 Turn off Audience Network, tighten overlap

Reclaim ~\$690/month and stop two ad sets competing for the same audience.

5 Fix conversion deduplication

So the numbers in every future report reflect real leads, not double counts.

What you do next is your call.

Send it to your agency. Or don't.

This report is yours. Hand it to whoever runs these accounts and ask them to work through the list, or use it to decide whether they should be running them at all.

About this sample. Northlight Furniture Co. is a fictional account created to show what a real The Ad Audit report looks like. The numbers are representative of what we routinely find, not taken from any real business. In a genuine audit, every figure traces to your own account data at the time of review. The Ad Audit is independent and not affiliated with Google, Meta, or your current provider.