AdsByUmar

PAID GROWTH FIELD GUIDE / 01

Measurement & Profit

Use one reporting period. Mark a status only after checking evidence.

01 / Track a real business outcome
CHECK: Complete a purchase or qualified enquiry. Confirm the correct event, value and currency.
FIX: Correct the conversion event before trusting CPA or ROAS.
□ Passed □ Needs fixing □ Not checked

02 / Count each conversion once
CHECK: Run one test and inspect duplicate tags and browser/server events.
FIX: Remove duplicate implementations or correct event deduplication.
□ Passed □ Needs fixing □ Not checked

03 / Reconcile reported results
CHECK: Compare ads with store/CRM records using matching dates, currency and timezone.
FIX: Explain refunds and attribution differences. Never sum platform revenue as total sales.
□ Passed □ Needs fixing □ Not checked

04 / Keep the acquisition source
CHECK: Follow a tagged campaign link through to analytics or the lead record.
FIX: Standardise UTMs and preserve them through redirects. Exclude personal data.
□ Passed □ Needs fixing □ Not checked

05 / Know your acquisition ceiling
CHECK: Deduct variable costs from net order revenue to find contribution before ads.
FIX: Set target CPA below contribution. For leads, factor in close rate and customer contribution.
□ Passed □ Needs fixing □ Not checked

Campaigns & Creative

Judge decisions by business outcomes, not clicks or attractive dashboard totals.

06 / Separate new and existing demand
CHECK: Review prospecting separately from brand search and remarketing.
FIX: Report these separately before calling blended ROAS new-customer growth.
□ Passed □ Needs fixing □ Not checked

07 / Investigate wasted spend
CHECK: Review search terms, locations and placements for relevance and quality.
FIX: Exclude proven waste, not segments judged from a handful of clicks.
□ Passed □ Needs fixing □ Not checked

08 / Give every test a decision rule
CHECK: Define the hypothesis, success metric, budget cap and review date.
FIX: Allow for conversion delay and enough data before declaring a winner.
□ Passed □ Needs fixing □ Not checked

09 / Match the promise after the click
CHECK: Compare the ad's offer, price and product with its destination page.
FIX: Send traffic to the relevant page and remove conflicting claims.
□ Passed □ Needs fixing □ Not checked

10 / Test meaningful creative differences
CHECK: Can you explain the different hook, angle or demonstration in each variant?
FIX: Test a clear hypothesis rather than cosmetic changes alone.
□ Passed □ Needs fixing □ Not checked

11 / Use proof you can defend
CHECK: Confirm reviews, names, permissions and performance claims are authentic.
FIX: Remove unsupported claims. Use verified results or product demonstrations.
□ Passed □ Needs fixing □ Not checked

12 / Protect the offer's margin
CHECK: Include discounts, fulfilment, fees and expected returns in your costs.
FIX: Recalculate affordable acquisition cost before scaling a promotion.
□ Passed □ Needs fixing □ Not checked

Website & Lead Handling

Follow the same journey a real visitor takes, from ad click to purchase or enquiry.

13 / Complete the mobile journey
CHECK: Open the landing page on a phone and complete the intended action.
FIX: Resolve slow loading, unreadable text, overlaps and broken controls first.
□ Passed □ Needs fixing □ Not checked

14 / Remove unnecessary friction
CHECK: Review required fields, payment options, validation and success messages.
FIX: Ask only for information needed now. Test failed and successful submissions.
□ Passed □ Needs fixing □ Not checked

15 / Answer objections at the decision point
CHECK: Can visitors find pricing, delivery, returns or service next steps easily?
FIX: Put accurate answers near the purchase or enquiry action.
□ Passed □ Needs fixing □ Not checked

16 / Follow leads through to quality
CHECK: Submit a test enquiry. Confirm storage, source, notification and assigned owner.
FIX: Centralise records and track qualified, booked, won and lost outcomes.
□ Passed □ Needs fixing □ Not checked

17 / Confirm readiness before scaling
CHECK: Verify measurement, contribution, stock or service capacity and follow-up coverage.
FIX: Resolve the binding constraint before increasing spend. Monitor business outcomes.
□ Passed □ Needs fixing □ Not checked

Your Next Three Fixes

Prioritise tracking errors, unprofitable acquisition and broken conversion paths first.

PRIORITY 01
Problem + evidence: _____
Next action: _____
Owner: _____ Due date: _____
Success measure: _____ □ Open □ In progress □ Verified

PRIORITY 02
Problem + evidence: _____
Next action: _____
Owner: _____ Due date: _____
Success measure: _____ □ Open □ In progress □ Verified

PRIORITY 03
Problem + evidence: _____
Next action: _____
Owner: _____ Due date: _____
Success measure: _____ □ Open □ In progress □ Verified

YOUR REVIEW
Business: _____ Review date: _____
Reporting period: _____ Next review: _____
Passed: ___ Needs fixing: ___ Not checked: ___ Total: 17
Unchecked is unknown, not a pass. Re-test each fix before marking it verified.

TURN YOUR FINDINGS INTO A CLEAR PLAN
Book a growth consultation at adsbyumar.com.
Bring your three priorities. We will review the next steps.