B2B Paid Media Audit

The 25 things every B2B ad account must have. Tick each yes. Every no has its fix underneath.

YOUR SCORE

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TRACKING 01–05

- [ ] 01 **Do ads optimize to demos or SQLs?**
  Set them as primary. Demote form fills.
- [ ] 02 **Does each conversion fire exactly once?**
  Submit a test lead. Delete duplicate tags.
- [ ] 03 **Is server-side tracking on?**
  Turn on Enhanced Conversions and CAPI.
- [ ] 04 **Do SQLs and deals flow back to each platform?**
  Set up offline conversion imports from your CRM.
- [ ] 05 **Do platforms and CRM agree within 20%?**
  Find the gap before changing any bids.

ACCOUNT STRUCTURE 06–08

- [ ] 06 **Are brand and non-brand in separate campaigns?**
  Separate budgets too. Brand hides waste.
- [ ] 07 **Are campaigns split by funnel stage?**
  Separate prospecting from retargeting.
- [ ] 08 **Is each campaign big enough to learn?**
  Merge small campaigns into fewer, larger ones.

BIDDING 09–11

- [ ] 09 **Does smart bidding have enough data?**
  Under 30 conversions a month? Use Max Conversions.
- [ ] 10 **Added negative keywords in the last 14 days?**
  Exclude jobs, free, login and support searches.
- [ ] 11 **Do LinkedIn bids have a cost cap?**
  Switch to manual bids. Start low.

BUDGET SPLIT 12–14

- [ ] 12 **Do you know cost per SQL by channel?**
  Rank channels by it. Fund the cheapest.
- [ ] 13 **Is some budget creating new demand?**
  Run paid social to buyers not yet searching.
- [ ] 14 **Do you reallocate budget monthly?**
  Review spend against pipeline every month.

CREATIVE REFRESH 15–17

- [ ] 15 **Has every campaign launched new ads in 30 days?**
  Ship 3 to 5 new ads per campaign monthly.
- [ ] 16 **Do your tests compare different messages?**
  Test pain vs. proof vs. product, not colors.
- [ ] 17 **Do you replace ads when CTR drops 30%?**
  Check weekly. Tired ads raise costs.

LANDING PAGES 18–21

- [ ] 18 **Does each campaign have its own landing page?**
  Never send paid clicks to the homepage.
- [ ] 19 **Does it load in under 2.5 seconds on mobile?**
  Compress images. Remove unused scripts.
- [ ] 20 **Is the form five fields or fewer?**
  Ask for work email. Enrich the rest.
- [ ] 21 **Is proof visible without scrolling?**
  Add logos, a hard number or a named result.

REPORTING TO PIPELINE 22–25

- [ ] 22 **Does every lead carry UTMs and click IDs?**
  Save gclid, fbclid and li_fat_id in hidden fields.
- [ ] 23 **Can you see pipeline by campaign?**
  Map UTMs to CRM campaigns.
- [ ] 24 **Do you track cost per opportunity?**
  Cheap leads that never close cost the most.
- [ ] 25 **Does a budget owner review pipeline weekly?**
  Send one page: spend, SQLs, pipeline.

WHAT YOUR SCORE MEANS

22–25	**Ready to scale.** Add budget.
15–21	**Leaking.** Fix every no first.
0–14	**Flying blind.** Start with tracking.

Fix in order. Tracking first. Everything else depends on it.