The five-minute Facebook ad check

Seven numbers in Ads Manager that tell you which ad to pause, fix or keep.

Check these seven numbers, once a week

NUMBER	WHERE TO FIND IT	WHAT IT TELLS YOU
Amount spent	Ads Manager, Campaigns tab, last 7 days	Is money going where you expect? Sort by spend, highest first.
Results and cost per result	Results column, next to spend	Compare each ad to your own average. One costing twice your average is the first to check.
Link click-through rate (CTR)	Columns: Performance and clicks	Low next to your other ads usually means the picture or first line is not stopping people.
Frequency	Columns: Delivery	How often the same person saw it. When it keeps climbing and results drop, the audience is tired of it.
Cost per 1,000 people reached (CPM)	Columns: Performance	A sudden jump can mean a crowded season or a small audience. Watch it in November and December.
Landing page views vs link clicks	Columns: Performance and clicks	Many clicks but few page views often means a slow or broken page, not a bad ad.
Purchases and purchase value (ROAS)	Columns: Performance and clicks, needs the pixel	Only trust these if your pixel or Conversions API is set up. If they are blank, fix tracking before judging.

Pause, fix or keep

- **Pause** an ad that has spent more than you would pay for two customers and brought none.
- **Fix** an ad with good clicks but no sales: look at the page people land on, not the ad.
- **Refresh** an ad whose frequency keeps rising while results fall: new picture, same offer.
- **Keep** an ad with a cost per result at or under your average. Leave it alone for a few days; constant edits restart learning.

Rule of thumb: judge an ad against your own numbers, not someone else's benchmark. Give a new ad a few days and some spend before deciding.

Free to use, share and print. Made by overads, the marketing tool that writes your posts in your voice and waits for your yes.
overads.io