

Paid Ads Optimisation Checklist

Print off this checklist and tick off each step as you go through the [‘Monitor, Measure, and Optimise: Your Simple Ad Optimisation Strategy’](#) guide on our Talk About Digital Podcast website.

Monitor – Keep Track of Your Ad Performance

- Set a Clear Budget and Stick to It
 - Define a realistic ad budget you are comfortable with
 - Set up daily or weekly budget caps in your ad platform (Facebook Ads Manager, Google Ads)
- Monitor Key Metrics in Real-Time
 - Identify and track key metrics: impressions, clicks, conversions, and cost per click (CPC)
 - Set up a simple performance dashboard in your ad platform to monitor these metrics
- Use Automated Alerts to Stay Informed
 - Set up alerts for when CPC increases or clicks decrease in your ad platform
 - Adjust ads quickly when performance changes to avoid overspending

Measure – Analyse What’s Working and What’s Not

- Calculate Your Cost Per Conversion (CPC)

- Go to your ad performance dashboard and check the total spend and number of conversions
- Calculate your CPC by dividing total spend by the number of conversions
- Compare Results Across Ad Variations
 - Run A/B tests or split tests with different versions of your ads (headlines, images, etc.)
 - Use platform tools (e.g., Facebook's split-testing, Google Ads' experiments) to measure which ad variation performs best
- Identify Low-Performing Ads
 - Review the cost per acquisition (CPA) for each ad
 - Pause or adjust ads with high CPA and low conversions to stop wasting your budget

Optimise – Refine Your Strategy for Maximum Impact

- Adjust Your Targeting
 - Review your audience data to see which demographics are engaging with your ads
 - Narrow your targeting by refining demographics, interests, or locations
 - Set up Lookalike Audiences to reach people similar to your existing customers
- Improve Ad Copy and Creative
 - Tweak headlines, images, or calls to action (CTA) for better performance

- Run A/B tests to see which copy and creative reduce CPC and improve conversion rates
- Optimise for Time and Place
 - Review the timing of conversions and schedule ads to run during peak times when your audience is most active
 - Adjust bids based on the best-performing devices (desktop, mobile) and regions

Monitor, Measure, and Optimise for Continuous Growth

- Monitor Regularly
 - Keep tracking key metrics like CPC, conversions, and total spend
- Measure Results
 - Consistently calculate and compare cost per conversion and CPA
- Optimise Continuously
 - Regularly test and adjust targeting, ad content, and scheduling to improve performance and ROI

By using this checklist and following the related guide on the TAD website you will understand how to improve your paid ads performance in order to help reduce your spend whilst increasing the positive impact to help grow your customer base.

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting



platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.