

# The 5 Biggest Reasons Your Meta Ads Are Failing

*Free Audit Checklist*

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## Before you read this — answer honestly.

If your Facebook and Instagram ads are spending money but not generating consistent sales — this checklist will show you exactly which of the 5 root causes is responsible.

This is not a generic guide. Every question is built from real reviewed over 4 years and 20+ brands across fashion, skincare, supplements, jewellery, food, and home products.

**Work through each question honestly. Answer YES or NO to every question. At the end, count your NO answers. The score tells you everything.**

### HOW TO USE THIS CHECKLIST

1. Read each of the 5 reasons below carefully.
  2. Answer YES or NO to each of the three questions under every reason.
  3. Count your total NO answers across all 15 questions.
  4. Find your score at the end. It tells you exactly what to fix first.
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## 01 Your Offer Is Not Strong Enough to Convert Cold Traffic

launch ads before asking the most important question: would a total stranger — who has never heard of you — stop scrolling and pay for this right now? If the answer is no, no ad budget will fix it.

**ANSWER YES OR NO TO EACH QUESTION BELOW:**

- Q1** When someone sees your ad for the very first time — is your offer compelling enough to make them act immediately without needing to think twice about it?
- Q2** Do you have a free gift, bundle, or clear value incentive that makes buying feel like an obvious decision — not a risk?
- Q3** Have you tested your offer organically and had real strangers — not friends or family — pay full price before running ads?

**A NO to any of these means your offer needs work before your ads can ever work. Fixing this first is non-negotiable.**

## 02 Your Creative Is Not Stopping the Scroll

You have 3 seconds to stop a mid-scroll. If your ad creative does not create an immediate emotional reaction in that window — they are gone and your money is gone with them.

**ANSWER YES OR NO TO EACH QUESTION BELOW:**

- Q1** Does your ad hook — the very first line or first frame — speak directly to a specific fear, desire, or frustration your customer is experiencing right now?
- Q2** Are you testing at least 5 to 10 different creative angles and hook variations every week — or are you running the same ad for weeks and hoping it works?
- Q3** Does your creative feel like it was made

**A NO to any of these means your creative is your biggest revenue leak. Great offers die behind weak creative every day.**

### 03 Your Campaign Structure Is Leaking Budget

You can have a great offer and great creative — and still waste money if your campaign is set up incorrectly. Structure determines where your budget goes and who sees your ads. You are bleeding money here without realizing it.

**ANSWER YES OR NO TO EACH QUESTION BELOW:**

- Q1** Are you running a consolidated CBO campaign — one campaign with multiple ad sets testing different angles — rather than multiple disconnected campaigns pulling in different directions?
- Q2** Do you have separate campaigns running for cold traffic acquisition and warm audience retargeting simultaneously — not just one campaign doing both?
- Q3** Are you reviewing performance data every week and killing underperforming ad sets within 3 to 5 days of launch — not waiting weeks for something to "pick up"?

**A NO to any of these means budget is leaking into the wrong places every single day. Structure is not optional — it is the foundation everything sits on.**

### 04 You Have No System to Bring Customers Back

Acquiring a customer and never communicating with them again is one of the most expensive mistakes you can make. If all your revenue depends on finding new customers through ads every single month — you own nothing. You are starting from zero every 30 days.

**ANSWER YES OR NO TO EACH QUESTION BELOW:**

- Q1** Do you have an automated email sequence that goes to every customer after they buy — a message within 24 hours, a follow-up on day 3, day 7, and day 30?
- Q2** Are you running SMS campaigns to existing customers with new offers, restock alerts, or loyalty incentives at least twice a month?
- Q3** Is at least 20 to 30 percent of your monthly revenue coming from customers who have already bought from you before — not new customers from ads?

**A NO to any of these means you are leaving a significant portion of your revenue on the table every single month. Retention is where the profit lives.**



## 05 You Are Measuring the Wrong Numbers

Reach, impressions, and likes are not business numbers. They are vanity metrics. If these are the numbers you check after running ads — you are flying blind and making decisions based on feelings rather than data.

**ANSWER YES OR NO TO EACH QUESTION BELOW:**

- Q1** Do you know your exact ROAS — return on ad spend — for every campaign running right now? A 3x ROAS is standard. A 5x ROAS is good. A 10x ROAS is exceptional. Do you know where you stand?
  
- Q2** Do you know your cost per customer acquisition — exactly how much you spend in ads to bring in one paying customer — for each product or campaign?
  
- Q3** Do you know your customer lifetime value — how much the average customer spends with you over 6 to 12 months — and are you using that number to set your ad budgets?

**A NO to any of these means you cannot make smart decisions because you are missing the data that matters. You are guessing and guessing is expensive.**

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## Your Score — Count Your NO Answers

Find your total number of NO answers across all 15 questions. Your score reveals your most urgent priority right now.

<b>0 NO answers</b>	Strong foundation. Your opportunity is in scaling what is already working. The gaps are small but the upside is significant. Let us talk about how to accelerate growth without breaking what is working.
<b>1 to 2 NO answers</b>	Solid but leaking. You are leaving significant revenue behind. One or two targeted fixes will move the needle immediately. You do not need to rebuild — you need to patch the right holes.
<b>3 to 4 NO answers</b>	Your ads are working against you. The system has multiple gaps. This is fixable — but it needs a structured approach, not more guesswork. Every month without fixing this is revenue walking out the door.
<b>5 or more NO answers</b>	Stop spending on ads until this is fixed. Every shilling you spend right now is being wasted. The foundation must be rebuilt first. Spending more on ads without fixing the foundation will only accelerate your losses.

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### Ready to fix what this checklist revealed?

**DM me the word SCALE on Instagram or LinkedIn @lan Orera**

I will personally review your brand and tell you exactly which leak is costing you the most revenue right now.

*No generic advice. No sales pitch. Just a clear, honest diagnosis.*

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*This resource is free.*

*who needs it.*