

Paid channel *health check*

● WHY A SECOND SET OF EYES

You're spending real money on Google and Meta ads every month, and you're not sure if it's working. A Channel Health Check is an independent, expert review of those accounts that tells you what's working, what's wasting budget, and what to fix first.

It isn't a replacement for whoever runs your ads today, whether that's you, an employee, or an agency. It's the outside perspective that catches what's easy to miss when you're in the account every day.

Periodic outside reviews are a good habit for any ad account. Even seasoned paid media experts regularly ask trusted peers to look over their work, because a fresh perspective almost always uncovers something new.

● WHAT I LOOK AT

AREA	GOOGLE ADS & META ADS (FACEBOOK & INSTAGRAM)
Tracking & data	Conversion tracking and events setup, GA4 link, call and form tracking, attribution settings.
Account structure	Campaign, ad group, and ad set organization, campaign types and objectives, match types, budget setup.
Targeting	Keywords, search terms, and negative keywords, audiences, lookalikes, retargeting, location and schedule, audience overlap.
Spend efficiency	Wasted spend, bid strategy, budget pacing, frequency, audience fatigue, placement performance.
Ads & creative	Ad copy, assets and extensions, ad strength, creative variety, hooks, offers, refresh cadence.
Landing experience	Page relevance and match to the ad, speed, mobile experience, lead form quality, clear call to action.
Results	Cost per lead, cost per result, conversion rate, return on ad spend, impression share vs. competitors.

● WHAT YOU GET

01

A health score for each channel, so you know where each account stands at a glance.

02

A prioritized fix list: quick wins you can make this week, and bigger opportunities worth planning for.

03

A plain-English walkthrough call where I explain what I found and answer your questions.

04

Clear recommendations you own. Hand them to your current team, make the changes yourself, or have me help.

● WHAT IT DOES FOR YOUR BUSINESS

Know whether your ads are being managed well.

Get an honest, unbiased read on your agency, in-house team, or your own setup, with no sales pitch attached.

Trust your numbers.

Broken or missing tracking is one of the most common issues in small business ad accounts. Fixing it means every decision is based on real leads, not guesses.

Make confident optimization decisions.

Know exactly what's working so you can double down on it, and stop paying for clicks, audiences, and placements that don't convert. **The result is more leads from the same budget.**

Is this right for you?

A Channel Health Check is a good fit if any of these sound familiar:

✓ You're spending on ads but aren't sure they're paying off.

✓ You work with an agency and want a neutral third-party perspective.

✓ Your cost per lead has crept up and you don't know why.

✓ You manage your own ads and want an expert to review your setup.

Book a quick *intro call* at fundamarketing.com.

Funda Marketing brings 15+ years of growth marketing experience to small, founder-led businesses.