

Facebook ads account performance review

Conversion layer analysis — creative & funnel audit

Total spend £281.30 Across 6 creatives	Weighted ROAS 4.67x Driven by single asset	Blended CPA £70.33 Cost per purchase
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Critical finding — 83% of spend generating zero return
£185.23 of £281.30 total spend has delivered zero purchases. Strip out the single converting ad and the account ROAS is 0.00x. The account is not underperforming — it is fundamentally misconfigured at the conversion layer.

ALPHA ASSET — 100% OF ACCOUNT REVENUE

SOLE REVENUE GENERATOR

Experience longing | Adventure angle | Image ad

ROAS 13.93x	Revenue £1,338	CPA £24.02	AOV £334.59
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CAPITAL LEAKS — HIGH SPEND, ZERO RETURN

- Experience & community | Content video

£101.18 lost

7 checkouts initiated — strong intent shown but zero conversions. Messaging-offer mismatch suspected.
- Solo traveller | Loneliness + community | Alex

£73.83 lost

Highest CTR (4.02%), 7 checkouts — resonates at attention phase but fails at conversion. Landing page integrity issue.
- Experience longing | Image v2 + Louie + Adventure

£9.71 lost

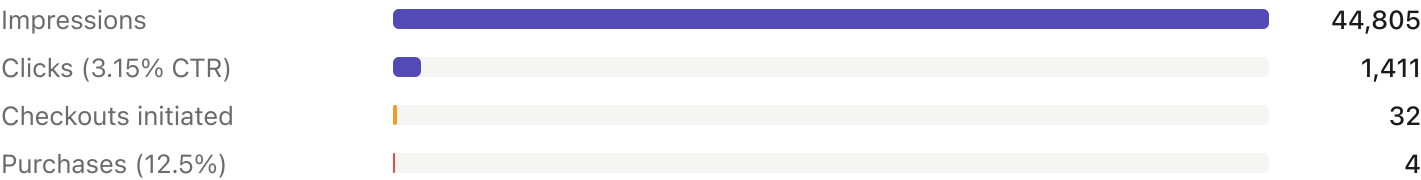
No checkout activity across all three variants. Zero funnel progression.

Total recoverable capital: **£185.23** — recommended reallocation: 70% to winner scale, 30% to new angle tests

ANGLE PERFORMANCE COMPARISON

Messaging angle	Total spend	Purchases	ROAS	Verdict
Adventure angle	£104.63	4	12.79x	Scale
Community angle	£175.01	0	0.00x	Kill
No planning needed	£1.66	0	0.00x	Inconclusive

CONVERSION FUNNEL



Checkout dropout crisis
12.5% checkout-to-purchase rate vs 35–50% industry standard. You are losing 3 out of every 4 buyers at the final step.
Primary issue: conversion layer failure, not traffic quality.

IMMEDIATE ACTION PLAN

- 1

Kill 5 of 6 ads today. Reallocate £185.23 — 70% (£129.66) to winner and direct variants, 30% (£55.57) to new adventure angle tests.
- 2

Abandon all community-focused messaging immediately. Market responds to individual aspiration and adventure, not social connection.
- 3

Fix checkout within 72 hours — implement one-click checkout (Shop Pay, PayPal Express), add trust signals above fold, disclose all pricing before checkout button.
- 4

Install Facebook Pixel AddToCart event immediately. Currently flying blind through the most critical part of the funnel — zero add-to-cart data across all ads.