

Saffron Court (Sample)

Paid Advertising Audit · Prepared by Tablebond · July 02, 2026

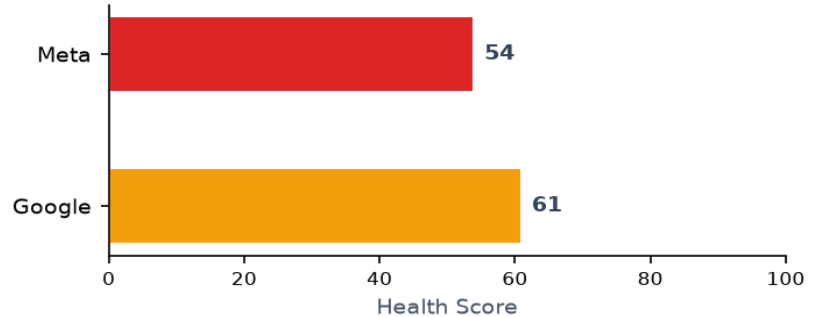
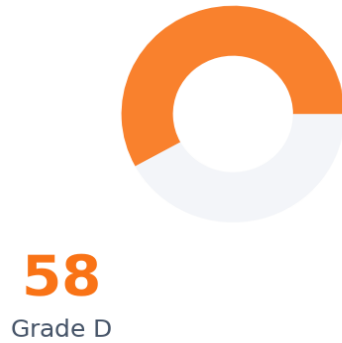


Fig 1: Health Score 58/100 (Grade D) | Fig 2: Platform Score Comparison

Check Results Distribution

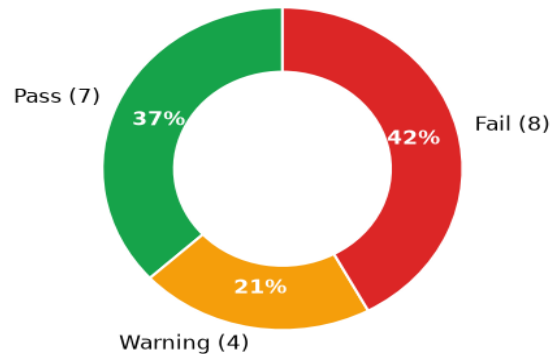


Fig 3: Audit Check Results Distribution

Critical Issues

- Critical: Conversion pixel fires twice on the checkout confirmation page, inflating reported orders by up to 2x and training the bidding algorithm on bad data.
- Critical: Geographic radius includes three districts outside the delivery zone; 22% of clicks cannot become orders.
- Critical: Two Meta ad sets target near-identical audiences (68% overlap) and bid against each other in every auction.

Quick Wins (Do This Week)

1. Fix the double-firing conversion pixel on the order confirmation page. Impact: high. Effort: 30 minutes.
2. Trim the geo radius to the actual delivery zone and exclude the three out-of-zone districts. Impact: high. Effort: 15 minutes.
3. Merge the two overlapping Meta ad sets into one and let the budget consolidate. Impact: high. Effort: 20 minutes.

- 4. Add a shared negative keyword list covering grocery, recipe, and price-check searches. Impact: medium. Effort: 30 minutes.
- 5. Queue two replacement creatives now and rotate the fatigued top ad out this week. Impact: medium. Effort: 1 to 2 hours.
- 6. Rebalance daily budgets so weekend campaigns stay live through the dinner window. Impact: medium. Effort: 10 minutes.

High Priority Issues

- High: Top-performing Meta creative has been running for 47 days and its click-through rate has fallen 63% from peak; no replacement is queued.
- High: Google search campaigns rely on broad match without a shared negative keyword list; searches like "saffron price per gram" are consuming lunch-hour budget.
- High: Weekend campaign budgets are exhausted by 1pm, going dark during the highest-intent dinner window.
- High: No conversion value is passed on reservations, so bidding optimizes for volume over revenue.

Platform Findings

Google Ads: 61/100

Check	Area	Result
Conversion tracking installed	Tracking	Pass
Deduplicated conversion actions	Tracking	Fail
Location targeting matches service area	Targeting	Fail
Negative keyword lists applied	Keywords	Fail
Broad match paired with smart bidding	Keywords	Warning
Ad strength Good or better	Creative	Pass
Sitelinks and callouts present	Extensions	Pass
Budget not limited during peak hours	Budget	Fail
Search terms reviewed in last 30 days	Hygiene	Warning
Landing page mobile speed	Landing	Pass

Meta Ads: 54/100

Check	Area	Result
Pixel installed and firing	Tracking	Pass
Pixel event deduplication	Tracking	Fail
Audience overlap under 30%	Targeting	Fail
Creative refreshed within 21 days	Creative	Fail
Advantage+ placements evaluated	Delivery	Warning
Campaign objective matches goal	Structure	Pass
Geo targeting matches delivery zone	Targeting	Fail
Frequency under 4 per week	Delivery	Warning
UTM parameters consistent	Measurement	Pass

Budget Reallocation Plan

Move	From	To	Monthly Impact
Shift out-of-zone geo spend	Wasted impressions	Delivery-zone radius	+\$310 effective
Consolidate overlapping ad sets	Duplicate auctions	Single ad set	+\$270 effective
Negative keyword savings	Irrelevant searches	Lunch campaign	+\$240 effective
Weekend pacing fix	Midday exhaustion	Dinner window	+\$360 effective

What To Do Next

Work through the quick wins in order; the first three take under 90 minutes combined and recover the bulk of the wasted spend. Re-run an audit after 30 days to confirm the score improvement and catch regressions. A real Tablebond report also includes per-campaign tables and platform-specific appendices sized to your account.