

The Ads Quickstart Pack (\$67 Deliverable)

3 High-Contrast Ad Frameworks + 1-Page Meta Campaign Setup Checklist + Printable Kill/Scale Rules Card

1-Page Meta Campaign Pre-Launch Checklist

- ☐ Campaign Objective set to **Sales** (Conversion Location: Website).
- ☐ Conversion Event set to **Purchase**.
- ☐ Attribution Setting set to **7-day click or 1-day view**.
- ☐ Existing buyers excluded via Custom Audience.
- ☐ UTM parameters appended to URL Parameters field: `utm_source=fb&utm_medium=paid&utm_campaign={{campaign.name}}&utm_content={{ad.name}}`.

Printable Kill / Scale Rules Card

Rule #1 (The 500-Impression Gate): If Outbound CTR is under 0.75% after 500 impressions, pause the ad.

Rule #2 (The 1.5x Front-End Spend Gate): If an ad set spends \$40.50 (1.5x of \$27) with zero InitiateCheckout events, pause the ad set.

Rule #3 (The Full-Funnel AOV Gate): Always judge an ad set after factoring in Bump 1, Bump 2, and Upsell 1/2 revenue.