Meta Ads weekly and monthly optimization

Menu names can change. Meta's own Help Center is the final word.

A routine to follow. Change one thing at a time, and write it down.

Weekly, budget

- [ ] Spend against plan.
- [ ] Any ad set running out of budget early.
- [ ] Spend with no results.

Weekly, audience

- [ ] Frequency week by week.
- [ ] Any audience warning.

Weekly, creative

- [ ] Ads whose results are falling.
- [ ] Rejected ads.
- [ ] One new test running.

Weekly, placements

- [ ] The breakdown by placement.
- [ ] Spend on a placement with no results.

Monthly, budget

- [ ] Move budget using your own cost per result.
- [ ] Check next month's plan.

Monthly, audience

- [ ] Custom audiences still update.
- [ ] Exclusions still right.

Monthly, creative

- [ ] Retire ads you have finished with.
- [ ] Write down what you learned.

Monthly, placements

- [ ] Compare with last month.

Change log

Record each change, so you can tell what caused what.

Date	What changed	Why	What you expect	What happened