

## ■ Targeting

Location is set and correct

Demographic and audiences are set and correct

Device targeting is set and correct

Channels are selected and correct

## ■ Bids and Budgets

Are you missing out on conversions because of budget?

Are your bids adjusted to prioritize your objectives?

## ■ Segmentation

Are your ads segmented by customer profile and stage in the buyer journey?

Is the right ad getting to the right customer at the right time?

## ■ Ad Creative

Do you have a testing and improvement plan for ad creative?

Do you have multiple ad formats, and do you match them to customer preference?

Do your ads provide value to your audience?