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# Daily Meta Ads checks

A 10-minute morning routine. Tick it off, then close Ads Manager.

- ☐ Spend yesterday by campaign: anything at zero that should be running? Anything far above its usual day?
- ☐ Delivery column: any "Not delivering", "Rejected", "Learning limited" or account issues?
- ☐ Cost per result yesterday vs the 7-day average. Note campaigns that are worse two or three days running.
- ☐ Events Manager: did the main event (lead, booking, purchase) fire yesterday?
- ☐ Reply to comments and messages on ads; hide spam.
- ☐ Month-to-date spend vs plan.
- ☐ Don't: change budgets by more than ~20%, pause ads after one bad day, or edit live ads for small things.

## Escalate when

- ☐ A campaign spends nothing for a full day.
- ☐ Cost per result is up by half for three days running.
- ☐ Tracking stops recording results.

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