

CHECKLIST

Paid Media Audit Checklist

Audit the commercial purpose, account structure, creative system, conversion path, and measurement behind paid media.

USE THIS WHEN

Performance has plateaued and platform settings are getting all the attention.

LEAVE WITH

A prioritized media repair plan

01

Commercial role

Outcome and marginal cost

02

Signal design

Meaningful optimization

03

Creative learning

A testable question

04

Conversion path

Continuity and credibility

05

Revenue feedback

Quality returned to media

Working note

Run the working session

Complete the steps in order. Capture disagreement, assign one owner, and put the next review date beside the decision.

- 01

Separate platform reporting from business truth.
- 02

Document waste that can stop immediately.
- 03

List evidence gaps blocking a decision.
- 04

Prioritize by impact and learning value.

Decision record

CONSTRAINT OR DECISION	
EVIDENCE	
NEXT ACTION	
OWNER	REVIEW DATE