

The Ad Scoreboard: daily, weekly and monthly checks

SYSTEMS · 10 MIN READ · SEP 26, 2026

This is the scoreboard behind the reel: 21 habits that make you a little better at running ads for your store every single day. Most stores check their ads when something feels off. The stores that grow check the same few numbers on a schedule, so problems show up early and winners get more budget fast. Start with the 5 minute Ads Manager setup below, then work through the daily checklist tomorrow morning.

WHY A SCOREBOARD BEATS CHECKING WHEN YOU REMEMBER

Ads don't fail all at once. They get tired slowly: frequency creeps up, the hook stops stopping people, cost per purchase drifts higher for a week before anyone notices. By the time sales drop, you've already paid for days of a dead ad.

A scoreboard fixes that by splitting the work into three rhythms. **Daily** checks catch problems while they're still cheap. **Weekly** checks decide what to kill and what to launch. **Monthly** checks tell you if the whole system is actually making money.

You don't need to do all 21 habits on day one. Pick the three daily checks at the top, do them for a week, then add the rest. Consistency beats intensity here.

SET UP YOUR ADS MANAGER COLUMNS IN 5 MINUTES

Do this once and every daily check takes under 2 minutes.

- 1 Open **Ads Manager** and go to the **Ads** tab so you see every ad, not just campaigns.
 - 2 Click **Columns**, then **Customize columns**.
 - 3 Add these columns: **Amount spent**, **Purchases**, **Cost per purchase**, **Purchase ROAS**, **Frequency**, **CTR (link click through rate)**, **Impressions** and **3 second video plays**.
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Click **Create custom metric** and name it **Hook rate**. Set it to 3 second video plays divided by impressions, shown as a percentage.

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Save the layout as a preset called **Daily Scoreboard** so it's one click every morning.

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Set the date range to **Yesterday** for daily checks and **Last 7 days** for weekly checks.

EVERY DAY (10 TO 15 MINUTES)

Numbers first, then learning. Do the first three before anything else.

- ☐ Check yesterday's cost per purchase against your break even number
- ☐ Check your ad frequency, flag any ad climbing past 3 in the last 7 days
- ☐ Check spend vs budget so nothing overspent or stopped delivering
- ☐ Read the comments on your ads and reply to every question
- ☐ Save 3 ads from the Meta Ad Library that stopped your scroll
- ☐ Watch 5 competitor ads start to finish and note what they open with
- ☐ Write 5 new hook ideas in one running doc
- ☐ Read one customer review and copy the exact words they use
- ☐ Listen to one ad or ecommerce podcast episode on a walk or commute

ONCE A WEEK (45 TO 60 MINUTES)

Use the Last 7 days view. This is where decisions happen.

- ☐ Kill your worst performing ad using the rules in the table below
- ☐ Check CTR on every ad and flag anything well under 1 percent
- ☐ Compare hook rate across ads and note which opening lines win
- ☐ Launch 3 new creatives, each testing one new hook or angle
- ☐ Turn one customer review into an ad hook
- ☐ Read one DTC ad teardown and write down one idea to steal

ONCE A MONTH (1 TO 2 HOURS)

Zoom out. These checks tell you if the whole system is profitable, not just one ad.

- ☐ Calculate your MER: total revenue divided by total ad spend

☐ Check your new customer cost: ad spend divided by first time customers

☐ Remix your best ad of the month into a new angle

☐ Study one competitor's pricing page and offer

☐ Read about one recent brand launch and how they announced it

☐ Audit your landing page on your phone, from ad click to checkout

THE NUMBERS THAT MATTER

NUMBER	HOW TO GET IT	RULE OF THUMB	IF IT'S OFF
Break even cost per purchase	Average order value times your gross margin	Your ceiling. Every purchase above this loses money	Raise order value with a bundle, or cut ads above the line
Cost per purchase	Amount spent divided by purchases	Stay under your break even number	Check hook rate and CTR first, then the landing page
Frequency	Ads Manager column	Under about 3 in 7 days for new audiences	Fatigue is starting. Launch fresh creative this week
Hook rate	3 second video plays divided by impressions	Around 25 to 30 percent is solid	The opening isn't stopping the scroll. Test new first frames
CTR (link)	Ads Manager column	Around 1 percent is a common baseline	People watch but don't click. Fix the offer or the call to action
MER	Total revenue divided by total ad spend	Above 1 divided by your gross margin	Look at new customer cost and order value before spending more
New customer cost	Ad spend divided by first time customers	Lower than what a customer is worth over their first 90 days	You're paying too much to grow. Fix offer and creative before scaling

NOTE ON THE BENCHMARKS

The rules of thumb above are starting points, not laws. They change by product, price and audience. The best benchmark is always **your own last 30 days**: once you've tracked a month, compare every ad to your own average instead of an industry number.

KILL, KEEP OR SCALE

DECISION	WHEN	WHAT TO DO
Kill	Spent 2 to 3 times your target cost per purchase with zero sales, or cost per purchase stays above break even for 3 plus days	Turn it off. Write down what you think failed so the next test is smarter
Keep	Cost per purchase sits near your target and is steady	Leave it alone. Don't edit a working ad, it can reset learning
Scale	Cost per purchase under target for 3 plus days in a row	Raise the budget about 20 percent every few days and watch cost per purchase
Replace	A winner's frequency climbs and cost per purchase starts rising	Start testing its replacement now, before it dies completely

PROMPTS TO DO THE WORK FASTER

Copy a prompt, replace the brackets, paste into ChatGPT or Claude.

TURN A REVIEW INTO 5 HOOKS

You are a direct response copywriter for DTC brands.

Product: [product name and what it does]

Customer review:

[paste the review]

Task:

Write 5 ad hooks for the first 3 seconds of a video ad, using the customer's own words wherever possible.

Rules:

- Each hook is one sentence, under 12 words
- Mix angles: pain, result, surprise, objection, social proof
- No hype words like "amazing" or "game changer"

Output format:

A numbered list, with the angle in brackets after each hook.

WRITE 5 NEW HOOK IDEAS

You are a creative strategist for a Shopify brand running Meta ads.

Product: [product]

Price: [price]

Main customer: [who buys it]

Biggest problem it solves: [problem]

Hooks we already tested: [list them, or write none]

Task:

Give me 5 new hook ideas we haven't tested yet. For each one, add the first visual the viewer sees on screen.

Output format:

Hook | First visual | Why it could work

TEAR DOWN A COMPETITOR AD

You are an ad analyst.

Here's a competitor ad I saved from the Meta Ad Library:

[describe the ad: opening line, visuals, offer, call to action, how long it's been running]

Task:

1. Explain why the first 3 seconds work or don't.
2. Name the angle and the offer.
3. List 3 ideas I could adapt for my product: [my product].

Keep it short and practical.

READ MY WEEKLY NUMBERS

You are a media buyer reviewing my Meta ads for the last 7 days.

My break even cost per purchase: [number]

My numbers per ad (name, spend, purchases, cost per purchase, frequency, hook rate, CTR):

[paste the rows]

Task:

1. Tell me which ads to kill, keep and scale, with one reason each.
2. Point out any ad showing early fatigue.
3. Suggest the 3 new creatives I should launch this week.

Output format:

A short table, then 3 bullet points.

AUDIT MY LANDING PAGE ON MOBILE

You are a Shopify conversion expert.

I'll describe my product page as it looks on a phone:

[describe what's above the fold, where reviews sit, how shipping is shown, how many taps to checkout, load speed if known]

Task:

Find the 5 biggest reasons a visitor from an ad might leave without buying, ranked by impact, with one specific fix each.

QUICK LINKS

Save ads daily: [Meta Ad Library](#)

See top ads by industry: [TikTok Creative Center](#)

Check mobile speed: [Google PageSpeed Insights](#)

WANT THIS RUNNING FOR YOU?

The scoreboard works best when someone is actually making the fresh creative every week, not just tracking it. That's exactly what I build for Shopify brands: new ads every week, a testing plan, and a scoreboard like this one filled in for you.

If you want to see what that would look like for your store, [book a free call here](#).

Questions? Reply to the newsletter or reach out via email.

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