

[FREE DOWNLOAD](#)

The ad account **audit**

The audit we run on every account we take over — tracking, structure, audiences, creative, landing pages and compliance — plus the 12-point clinic ad checklist for Egypt and Saudi Arabia as a bonus page.

- 25 checks in five sections
- A reason for every check
- Bonus: the 12-point clinic ad checklist

Tracking & conversions

6 CHECKS

- ☐ **A pixel or conversion API is installed and firing on every page.**
Without it, spend is optimised blind.
- ☐ **The event that matters (a lead, a booking) is set as the primary conversion.**
Optimising for clicks or views does not fill a calendar.
- ☐ **Conversion values, where relevant, are passed through, not just a count.**
A platform that knows value can prioritise the buyers you actually want.
- ☐ **Duplicate or test events are cleaned out of the data.**
Bad data trains the algorithm on the wrong signal.
- ☐ **UTM parameters are consistent across every campaign and platform.**
This is the only way to know which channel actually produced a lead.
- ☐ **Analytics and the ad platform agree, roughly, on lead counts.**
A large gap usually means tracking is broken somewhere.

Campaign structure & budgets

5 CHECKS

- ☐ **Campaigns are organised by goal, not by whim.**
A messy structure makes it impossible to see what is working.
- ☐ **Budget is not split so thin that no ad set can learn.**
Spreading spend too far slows every campaign down at once.
- ☐ **Overlapping audiences are not competing against each other in separate ad sets.**
This quietly raises your own cost per result.
- ☐ **A account has a defined testing budget separate from the proven campaigns.**
Without one, nothing new ever gets tried.
- ☐ **Naming conventions make it possible to tell campaigns apart at a glance.**
An account nobody can read is an account nobody can improve quickly.

Audiences, warm before cold

4 CHECKS

- ☐ **A retargeting audience exists for people who visited but did not convert.**
These are the cheapest, most likely conversions available.
- ☐ **A lookalike or similar audience is built from actual converters, not general visitors.**
It finds more people like your real leads, not just more visitors.
- ☐ **Cold audiences are not asked to convert directly with no warm-up.**
Most people need to see a business more than once before they act.
- ☐ **Excluded audiences (existing patients or customers) are actually excluded.**
Paying to re-advertise to people already with you wastes budget.

Creative & landing pages

6 CHECKS

- ☐ **At least three creative variations are running per campaign.**
One ad, however good, fatigues fast.
- ☐ **The first three seconds of any video say the point, not an intro.**
That is the window before someone scrolls past.
- ☐ **The ad and the landing page make the same promise.**
A mismatch loses the click the ad just paid for.
- ☐ **The landing page loads fast and works on a phone.**
Most ad clicks arrive on mobile.
- ☐ **There is one clear next step on the landing page, not five competing ones.**
Too many choices is its own kind of no.
- ☐ **Creative is refreshed on a schedule, not only when performance already dropped.**
Waiting for the drop means you already lost the budget.

Compliance & account hygiene

4 CHECKS

- ☐ **Account access is limited to people who currently need it.**
Old access is the easiest way to lose control of an account.
- ☐ **Payment methods and billing thresholds are current and correct.**
A failed payment can pause every campaign without warning.
- ☐ **Ad copy and creative meet the platform's health and medical policies.**
A rejected or restricted ad account stalls everything running on it.
- ☐ **A record exists of every approval needed for the ads currently live.**
This is what protects the account, and the business, if it is ever reviewed.

BONUS

The 12-point clinic ad checklist for Egypt & Saudi Arabia

A practical summary of the published rules as of September 2026 — not legal advice. Confirm your specific case with the regulator or a lawyer before you run an ad.

The checklist

12 CHECKS

- ☐ The clinic and every doctor shown are licensed; no unearned titles.
- ☐ You hold the required approval (Egypt: Ministry or Syndicate plus the ad licence; Saudi Arabia: MOH for offers; EDA or SFDA for products).
- ☐ No "best", "only", "expert" or "most", and no comparisons with other clinics.
- ☐ No promises: nothing guaranteed, instant, permanent or 100%.
- ☐ No diagnosis or treatment protocol in the ad, and nothing implying the viewer has a condition.
- ☐ No identifiable patients: in Egypt only with explicit written consent; in Saudi Arabia, not at all.
- ☐ Full prices including taxes; any discount is real, time-limited and approved where required.
- ☐ Saudi Arabia: the "advertisement" label, name, contact details, hours, risks and complications, and the follow-up warning.
- ☐ Arabic copy (other languages alongside).
- ☐ No prescription drugs; cosmetic and weight-loss ads target adults only; nothing aimed at children.
- ☐ Influencers are licensed and posts are labelled; doctors don't promote the clinic from personal accounts.
- ☐ WhatsApp, SMS and email campaigns go only to people who opted in, with your identity and an easy opt-out.

25 checks tell you what to fix. We fix it.

A tailored proposal covers the rebuild: tracking, structure, audiences and creative managed on your accounts, with you paying the platforms directly.

Get your tailored proposal — majadv.com