Your Meta ads, at a glance

In one sentence. Over the last 30 days your ads improved (ROAS 2.04, against 1.49 before); the last 7 days dipped (1.03, against 2.66); and most sales come from the USA (73 of 90 in 3 months).

ROAS = sales value ÷ ad spend (€ back for every €1). Nothing has been changed in your account: this report only reads it, and every "we suggest" is for you to approve.

	SPEND	SALES	ROAS	COST PER SALE
Last 3 days 23–25 Nov before: 20–22 Nov	**€336** before €325 · +4%	**2** before 1 · +100% BETTER	**1.78** before 0.65 · +174% BETTER	**€168** before €325 · −48% BETTER
Last 7 days 19–25 Nov before: 12–18 Nov	**€784** before €859 · −9%	**3** before 10 · −70% WORSE	**1.03** before 2.66 · −61% WORSE	**€261** before €86 · +204% WORSE
Last 14 days 12–25 Nov before: 29 Oct–11 Nov	**€1,643** before €1,582 · +4%	**13** before 15 · −13% WORSE	**1.88** before 2.09 · −10% WORSE	**€126** before €105 · +20% WORSE
Last 30 days 27 Oct–25 Nov before: 27 Sep–26 Oct	**€3,451** before €3,141 · +10%	**31** before 22 · +41% BETTER	**2.04** before 1.49 · +37% BETTER	**€111** before €143 · −22% BETTER
Last 3 months 28 Aug–25 Nov before: 30 May–27 Aug	**€10,258** before €9,253 · +11%	**90** before 141 · −36% WORSE	**1.87** before 2.84 · −34% WORSE	**€114** before €66 · +74% WORSE

Few sales sit behind the 3-day, 7-day and 14-day rows, so one sale more or less swings them a lot: read the 30-day and 3-month rows first. The 3 months before include one big day (12 Jun) and the birthday sale (14–15 Aug); without them their ROAS was about 2.30.

TOP 3 PROBLEMS

1. **Europe tracking.** Only 4% of clicks are recorded as a visit, against 87% before.
2. **10 ads stopped by Meta,** including your old best ad, VIDEO 2.
3. **"Retarget" is not retargeting:** Meta labels 100% of its spend as new people.

TOP 3 STRENGTHS

1. **The USA campaign:** ROAS 3.37 over 30 days, above 1.87 for the last 3 months.
2. **People and hands on camera:** VIDEO USA made 10 sales at ROAS 3.51 in 30 days.
3. **Clear buyers:** 82 of 90 sales went to women, 76 to ages 25–44.

Pages: campaigns 2 · ads 3–4 · what is not working 5–6 · who buys 7 · plan 8.

Campaigns that are running

One row per running campaign. Last 30 days, with the 30 days before for comparison.

CAMPAIGN	SHOWS TO	PER DAY	30-DAY SPEND	30-DAY SALES	ROAS, 30 DAYS	ROAS, 3 MONTHS	VERDICT
USA	the USA, ages 18–65+, all genders	€50	€1,290	18	**3.37** before 0.67 · +406% BETTER	2.53	GOOD
Retarget Nov 2025	the USA, ages 18–65+, all genders	€45	€1,362	10	**1.56** before 2.91 · −46% WORSE	2.61	WATCH
France	Spain, France and Italy, ages 18–65+, all genders	€15	€453	3	**1.21** before 0.64 · +90% BETTER	0.90	WATCH
UK, Ireland, Germany	Germany, Great Britain and the Netherlands, ages 18–65+, all genders	€5	€346	0	**0.00** before 1.02 · −100% WORSE	0.61	WEAK

- **USA.** Your best campaign: ROAS 3.37 over 30 days, against 1.87 for the whole account over 3 months. Keep it as the base and put the next new ads here.
- **Retarget.** Meant for past visitors, but 100% of its spend reaches new people. Do not add budget (details on page 6).
- **France.** Only 4% of its clicks are recorded as a visit since late October, so its ROAS is probably under-counted. Do not judge or raise it yet.
- **UK, Ireland, Germany.** Same tracking gap. Its one running sales ad, New Sales ad – UK, spent €322 in 30 days with no sale: pause it.

Three more campaigns are on but show nothing: **ARCUS x MLB** (its only ad is paused; €8.33 spent in 3 months), **ARCUS x CORTO** (no ads) and **DELPHINUS** (its only ad set is paused). Switch them off so the account shows only what runs.

Verdict rule, in one line: GOOD = 3 or more sales in 30 days and ROAS at or above the account average; WEAK = no sale after spending more than 1.5 usual costs per sale; otherwise WATCH.

Your ads, best to weakest

Ranked by ROAS over the last 30 days. Under each ROAS, the number of sales behind it. A dash means the ad spent nothing in that period.

	AD, RANKED BY 30-DAY ROAS	SPENT, 30 DAYS	ROAS 3 DAYS	ROAS 7 DAYS	ROAS 14 DAYS	ROAS 30 DAYS	ROAS 3 MONTHS
1	**Lookbook - Image 4** Running GOOD	€262	**0.00** 0 sales	**0.00** 0 sales	**3.83** 2 sales	**3.96** 5 sales	**2.51** 5 sales
2	 **VIDEO USA** Running GOOD	€773	**3.56** 1 sale	**2.33** 2 sales	**2.53** 4 sales	**3.51** 10 sales	**3.07** 10 sales
3	 **Advantage+ shopping campaign 05/02/2025 Ad** Running GOOD	€255	**0.00** 0 sales	**0.00** 0 sales	**2.51** 1 sale	**2.36** 3 sales	**2.41** 4 sales
4	 **23 May 2025** Running WATCH	€1,276	**1.69** 1 sale	**0.73** 1 sale	**1.78** 5 sales	**1.67** 10 sales	**2.66** 31 sales
5	 **New Sales ad** Running WATCH	€453	**0.00** 0 sales	**0.00** 0 sales	**0.88** 1 sale	**1.21** 3 sales	**0.86** 6 sales
6	 **New Sales ad - UK** Running WEAK	€322	**0.00** 0 sales	**0.00** 0 sales	**0.00** 0 sales	**0.00** 0 sales	**1.06** 4 sales
	TOO LITTLE SPEND IN 30 DAYS TO RANK (UNDER €114, ONE USUAL COST PER SALE)						
	 **31 Oct 2025** Running WATCH	€86	**0.00** 0 sales	**0.00** 0 sales	**0.00** 0 sales	**0.00** 0 sales	**2.46** 11 sales
	 **Video** Running WATCH	€24	**0.00** 0 sales	**0.00** 0 sales	**0.00** 0 sales	**0.00** 0 sales	**0.00** 0 sales
	STOPPED BY META (NOT RUNNING)						
	 **VIDEO 2** Stopped by Meta HAS AN ISSUE	€0	**–** –	**–** –	**–** –	**–** –	**2.15** 12 sales
	 **Catalogue ad** Stopped by Meta HAS AN ISSUE	€0	**–** –	**–** –	**–** –	**–** –	**0.94** 6 sales
	 **Video Ad** Stopped by Meta HAS AN ISSUE	€0	**–** –	**–** –	**–** –	**–** –	**0.27** 1 sale
	FOR COMPARISON						
	Whole account all ads together	€3,451	**1.78** 2 sales	**1.03** 3 sales	**1.88** 13 sales	**2.04** 31 sales	**1.87** 90 sales

How we read them, in one line: with fewer than 3 sales in 30 days an ad is WATCH, never GOOD. The 3-day and 7-day columns rest on very few sales, so use them only to spot a sudden change. Ads switched off but strong earlier are on the next page.

What to do with each ad



VIDEO USA GOOD

30 days: €773, 10 sales, ROAS 3.51 · 3 months: €882, 10 sales, ROAS 3.07

KEEP Keep it running, and copy its style (a person on camera) for the next ads.



Advantage+ shopping campaign 05/02/2025 Ad GOOD

30 days: €255, 3 sales, ROAS 2.36 · 3 months: €318, 4 sales, ROAS 2.41

KEEP Keep it running: the steady seller in the USA.



31 Oct 2025 WATCH

30 days: €86, 0 sales, ROAS 0.00 · 3 months: €979, 11 sales, ROAS 2.46

REFRESH Keep the footage but re-cut the first 3 seconds: few people stay past them.



New Sales ad - UK WEAK

30 days: €322, 0 sales, ROAS 0.00 · 3 months: €692, 4 sales, ROAS 1.06

PAUSE Pause it: it spends without selling.



VIDEO 2 HAS AN ISSUE

30 days: €0, 0 sales, ROAS – · 3 months: €1,176, 12 sales, ROAS 2.15

FIX Re-cut it with royalty-free music (from Meta's own sound library) or no music, then test it in the USA campaign.



Video Ad HAS AN ISSUE

30 days: €0, 0 sales, ROAS – · 3 months: €711, 1 sales, ROAS 0.27

FIX Same fix as the Catalogue ad: re-check the product set, then re-link the ad.



Lookbook - Image 4 GOOD

30 days: €262, 5 sales, ROAS 3.96 · 3 months: €414, 5 sales, ROAS 2.51

KEEP Keep it running: the best plain-background ad. Make one or two more like it.



23 May 2025 WATCH

30 days: €1,276, 10 sales, ROAS 1.67 · 3 months: €2,518, 31 sales, ROAS 2.66

KEEP & WATCH Keep it, and read it again in 14 days: the latest week is weak after a strong run.



New Sales ad WATCH

30 days: €453, 3 sales, ROAS 1.21 · 3 months: €1,257, 6 sales, ROAS 0.86

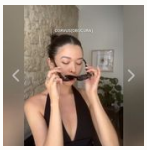
KEEP & WATCH Do not add budget until the Europe tracking works.



Video WATCH

30 days: €24, 0 sales, ROAS 0.00 · 3 months: €114, 0 sales, ROAS 0.00

KEEP & WATCH Leave it: Meta now gives its budget to New Sales ad – UK, so it spends very little.



Catalogue ad HAS AN ISSUE

30 days: €0, 0 sales, ROAS – · 3 months: €1,033, 6 sales, ROAS 0.94

FIX Re-check the product set in Commerce Manager and re-link the ad.

Switched off, but strong earlier



Lookbook - Image 2 SWITCHED OFF

30 May–27 Aug: €262 spent, 6 sales, ROAS 5.71. Now: Paused. A small spend, so a promising sign, not proof.

RETEST Switch it back on in the USA campaign for 2 weeks and read it again.



VIDEO 2 – Copy SWITCHED OFF

30 May–27 Aug: €148 spent, 4 sales, ROAS 5.55. Now: Paused. A small spend, so a promising sign, not proof.

RETEST Switch it back on next to the live Retarget ads and read it again after 2 weeks.

Paused awareness tests (the Marc Le Bihan ads and the pop-up ads) spent only €48 in 3 months: nothing to do. The paused New Traffic ad was made for visits, not sales: 822 clicks at €0.14 each. Nothing to do.

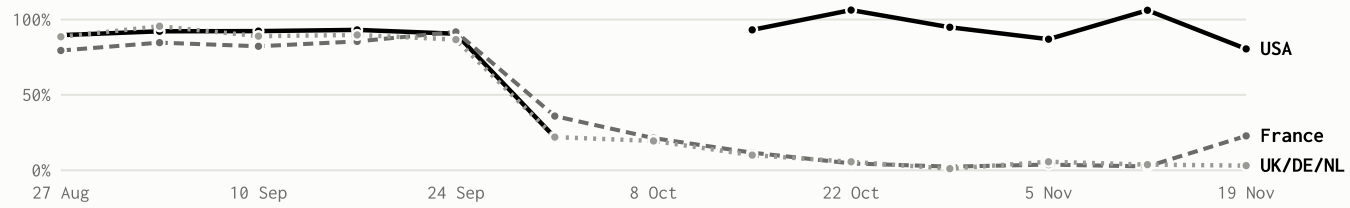
Rule in one line: GOOD = 3 or more sales in 30 days and ROAS at or above the account average; WEAK = no sale after spending more than 1.5 usual costs per sale; HAS AN ISSUE = Meta stopped it or its whole ad set delivers nothing; otherwise WATCH.

What is not working (1 of 2)

A Europe tracking

When someone clicks a Europe ad, your website now tells Meta about the visit only 4% of the time (before October: 87%; the USA still 99%). Meta cannot see what Europe really earns.

OUT OF EVERY 100 CLICKS, HOW MANY WERE RECORDED AS A PAGE VISIT, WEEK BY WEEK



The USA campaign dipped the same week (22%, week of 1 Oct), did not run the week of 8 Oct, then came back.

> **Fix.** Find what changed on the website around 1-5 Oct (a cookie banner, an app, the Facebook & Instagram connection), then re-test Europe. We will look at Europe again once its tracking works.

B VIDEO 2 was blocked because of its music

Your best past ad (ROAS 2.60 and 34 sales in 30 May-27 Aug) was stopped by Meta; it was last changed on 3 Oct. The same message also stopped the “24/28 October Reels” and the old Advantage+ shopping ads.



> Meta says: “This reel contains licensed music: Reels with licensed music can't be boosted. Try boosting another reel.”

> **Fix.** Re-cut VIDEO 2 with royalty-free music (from Meta’s own sound library) or no music and test it in the USA campaign, once you approve.

C The two catalogue ads are stuck

The Catalogue ad (France) and the Video Ad (UK, Germany, Netherlands) were stopped by Meta (last changed 5 Oct). In 30 May-27 Aug the Catalogue ad made 12 sales at ROAS 2.47; in the last 3 months, 6 sales at ROAS 0.94.

> Meta says: “This ad is not delivering: Your ad stopped running because the product set associated with this ad is empty and can't be shown in your ads. To resume delivery, update your product set in Commerce Manager.”

Meta’s own list shows 72 products in the set, so the set is not empty: the ad and the set no longer match.

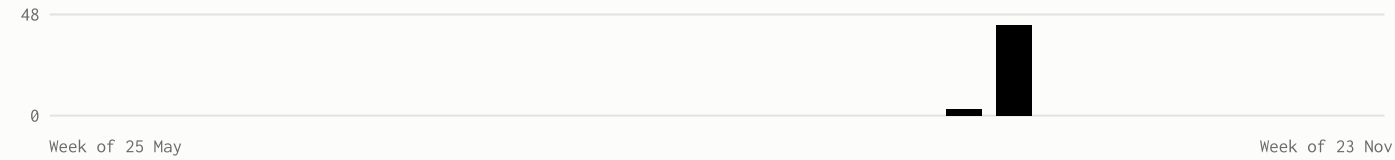
> **Fix.** Re-check the product set in Commerce Manager (the ad’s link to it), then switch both ads back on.

What is not working (2 of 2)

D “Add to cart” is not recorded

Since 29 Oct your website sends Meta page views, product views, checkouts and purchases, but no “add to cart” at all. In the last 180 days it arrived in only 2 weeks (3 times in the week of 28 Sep, 43 in the week of 5 Oct).

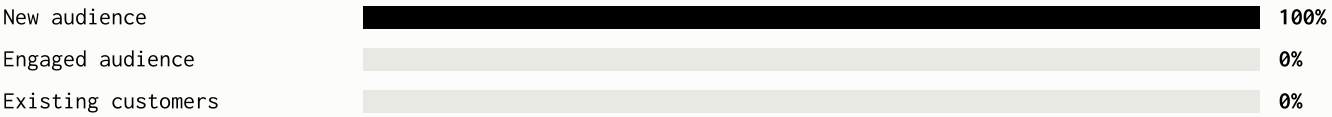
ADD TO CART RECORDED, PER WEEK, LAST 180 DAYS



Fix. Ask your website developer to switch on the “add to cart” event for Meta; we can check it the same day.

E “Retarget” is not retargeting

It was meant to show ads to people who already visited the website. Meta’s own report labels 100% of its €3,497 3-month spend as a new audience, because Meta’s “Advantage+ audience” is on and looks for new people.



Meta does not show how big your website-visitors list is. Its delivery estimate for it in the USA is about 3,100 to 3,600 people a month, an estimate, not a count.

Fix. Rebuild it as real retargeting: website visitors and Instagram engagers only, with Advantage+ audience off.

F Showing an ad costs more, in every campaign

The cost of showing an ad 1,000 times rose in each campaign, most in Retarget and France. The overall average moves with the mix of campaigns, so we show it campaign by campaign.

	WEEKS OF 24 AUG TO 28 SEP	WEEKS OF 26 OCT TO 16 NOV	CHANGE
USA	**€31.91**	**€34.30**	**+7%**
Retarget	**€24.28**	**€49.54**	**+104%**
France	**€2.51**	**€6.92**	**+175%**
UK, Ireland, Germany	**€9.07**	**€14.52**	**+60%**

Fix. Judge each campaign against its own price, and refresh the Retarget ads first.

Who buys, and what works

The last 3 months, all campaigns. ROAS = € back for every €1.

Who buys

	SPENT	SALES	ROAS
Women	**€9,216**	**82**	**1.89**
Men	**€817**	**4**	**0.87**

	SPENT	SALES	ROAS
18-24	**€428**	**4**	**2.16**
25-34	**€3,996**	**39**	**2.00**
35-44	**€3,866**	**37**	**2.01**
45-54	**€1,139**	**8**	**1.82**
55 and over	**€828**	**2**	**0.47**

Where they see the ad

	SPENT	SALES	ROAS
Instagram feed	**€4,125**	**33**	**1.81**
Instagram stories	**€2,362**	**23**	**2.01**
Instagram reels	**€2,240**	**21**	**1.80**
Facebook feed	**€665**	**9**	**3.20**
Facebook reels and in-stream video	**€651**	**2**	**0.60**

77 of 90 sales came through Instagram. Facebook reels and in-stream video cost money and sell almost nothing.

What works: people and hands, or the product alone?

	SPENT	SALES	ROAS
People and hands on camera VIDEO USA, 23 May 2025	**€3,400**	**41**	**2.77**
Product on a plain background Lookbook - Image 4, Advantage+ shopping ad	**€732**	**9**	**2.47**
Dark product video 31 Oct 2025	**€979**	**11**	**2.46**

Videos with a person or hands do a little better than the product on its own (ROAS 2.77 against 2.47), and far more people stop to watch them (about 3 in 10, against fewer than 2 in 100 for the dark product video). The dark product video sold 11 times in the 3 months but nothing in the last 30 days.

Share of people who watch past the first 3 seconds: VIDEO USA 27.8%, 23 May 2025 32.8%, dark product video 1.5%.

Women aged 25 to 44 are the clear buyers. Small samples: use the order, not the decimals.

Plan, and what we need from you

1. **Start the first new campaign in the USA only, with English ads.**
   The USA is where your sales and your best ROAS are.
2. **Pause “New Sales ad - UK”.**
   It spent €322 in 30 days with no sale.
3. **Stop Facebook reels and in-stream video placements.**
   €651 spent for 2 sales in 3 months.
4. **Re-cut VIDEO 2 with royalty-free music (from Meta’s own sound library) or no music, and test it in the USA.**
   Your best past ad is blocked until the music changes.
5. **Retest “Lookbook - Image 2” in the USA campaign.**
   Its ROAS was 5.71 in the 3 months before, on a small spend.
6. **Fix the two catalogue ads: re-check the product set in Commerce Manager.**
   They are stopped until the ad and the set match again.
7. **Rebuild “Retarget” as real retargeting.**
   Website visitors and Instagram engagers only; Advantage+ audience off.
8. **We will look at Europe again once its tracking works.**
   Until then its numbers are not a fair test.

Two things we need from you

- **Your Shopify orders** (an export of the last 3 months). Meta counts sales its own way; the orders show what really sold, so we can check every ROAS here.
- **What changed on the website around 1-5 Oct.** That is when Europe tracking and the catalogue ads broke.

About these numbers

All figures come from your Meta ads account, read on 26 Nov 2026; the last day counted is 25 Nov. Sales are the purchases Meta attributes to your ads (a click within 7 days, or a view within 1 day), so they can differ from your Shopify orders. Every number in this report is recomputed from the saved Meta data and checked twice. Few sales sit behind the shortest windows, so a few sales either way move them a lot.