



FACEBOOK ADS OPTIMIZATION CHECKLIST

What Changed in 2026?

With the introduction of Advantage+ and Meta's AI innovations, optimization has shifted from **Micro-Management** to **Strategic Steering**.

Use this quick reference to align your teams before jumping on the optimization checklist.

The Old Way (Myth)	The 2026 Way (Reality)
"I need to test 20 different interest audiences to find my buyer."	Creative IS the Targeting.
<i>Why: Broad targeting allows your video content to filter users naturally. "Dog videos" find "Dog owners" cheaper than interest tags can.</i>	
"I should tweak my ads every morning based on yesterday's results."	Steering > Rebuilding.
<i>Why: Big changes reset the learning phase. Use Bids and Budgets to "steer" performance without stopping the car.</i>	
"CBO (Campaign Budget Optimization) is best for everything."	Manual Control for Testing.
<i>Why: CBO starves new ideas. Use ABO (Ad Set Budget) to force the algorithm to test every new angle fairly.</i>	
"I need one winning ad to scale."	Volume & Variety (Andromeda).
<i>Why: The new engine wants personalized variety. You need 20+ variations to unlock true scale.</i>	

Post-Launch Checklist

So your campaign is live. Now what? Follow this chronological guide to optimize without breaking the algorithm.

PHASE 1 The "Sit on Your Hands" Phase (Hours 0–72)

- Do NOT Touch**
Resist the urge to pause ads or change budgets. The algorithm is in the "Learning Phase."
- Verify Data Flow**
Check Events Manager. Is your server-side tracking (CAPI) deduplicating events correctly against the Pixel?
- Monitor Spend Pacing (ABO Only)**
Ensure your testing ad sets are actually spending. If spend is zero after 24h, your Manual Bid (Cost Cap) is likely too restrictive.

PHASE 2 The "Steering" Phase (Days 4–7)

- Check Soft Metrics (Thumbstop Rate)**
If no sales yet, look at the 3-second video play rate.
< 20%? Your hook is weak. Plan a new visual opening.
> 30% but no clicks? Your hook works, but the offer is unclear. Tweak the headline.
- Bid Steering**
CPA too high? Lower your Cost Cap by 5-10%.
Spend too low? Raise Cost Cap by 5-10%.
- Budget Steering**
ROAS High? Increase daily budget by max 20%. (Never double it in one go!).

Ongoing Maintenance

PHASE 3 Filtration & Scaling (Weekly)

- Kill Creative Fatigue**

Sort ads by "Amount Spent" and check the 7-day CPA trend. Pause ads where CPA has risen for 3 consecutive days.
- Feed Andromeda**

Launch a new batch of 3-5 creative variations into your ABO Testing Campaign. Do not edit winning ads; launch new ones alongside them.
- Verify MER (Marketing Efficiency Ratio)**

Total Revenue / Total Ad Spend. If this is healthy, ignore individual ad ROAS glitches and keep spending.

PHASE 4 Monthly Scaling (Day 30/31)

- Consolidate Data**

Consolidate campaign data for the month.
- Migrate Winners**

Move winning creatives from CBO testing campaigns into your "Always On" ABO scaling campaign.
- Combine Campaigns**

Combine multiple high-performing campaigns where possible. Larger data pools allow the algorithm to optimize delivery more efficiently.

Need a Co-Pilot?

Optimization in 2026 requires less button-pushing and more strategic thinking.

Focus on your business while we handle the bids, budgets, and audience targeting.

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