

10 AI AD AUDIT PROMPTS

Meta Ads + Google Ads — Complete Free Prompt Library

Including Benchmarks, Funnel-Specific Guidance, Negative Keyword Lists & Master Audit Prompt

HOW TO USE THIS DOC

1. Open Claude.ai in your browser
2. Go to Meta Ads Manager or Google Ads and export the data specified under each prompt
3. Copy the full prompt text and paste it into Claude
4. Paste your raw exported data directly below the prompt — do not summarize it
5. Claude will analyze and return clear actions: SCALE / PAUSE / FIX / TEST
6. You can also upload CSV files directly into Claude instead of copy-pasting

PRO TIPS

- Always include date ranges in your data — Claude needs context to judge trends
- Paste raw numbers, not summaries — the more detail, the better the analysis
- Run multiple skills in one conversation for a full account audit session
- After any audit, follow up with: "Give me a prioritized weekly action plan based on this analysis"
- Use the Master Audit Prompt (Skill 11) for a full account review in one go


META ADS SKILLS (1-6)

SKILL 1: TRACKING CHECKER

Purpose: Identify broken or misconfigured tracking before it wastes your budget.

DATA TO EXPORT FROM META:

- Meta Events Manager: pixel events list, event match quality scores, any warnings or errors
- Campaign objectives and conversion events selected for each campaign
- Any "No Activity" or "Unverified" event warnings

 BENCHMARKS | Event Match Quality: 6+ = good | 4-6 = needs improvement | below 4 = broken | Purchase event should fire AFTER payment confirmation, not on checkout page

PROMPT:


You are a senior performance marketer auditing Meta Ads tracking setup. I will paste my Meta pixel events, event match quality scores, and campaign conversion settings below. Analyze and tell me: 1. Are the right events firing for each campaign objective? 2. Are there any low event match quality scores (below 6) and what is causing them? 3. Are there duplicate events or misconfigured standard events? 4. Is the purchase/lead event firing at the right stage of the funnel (not on checkout page, but after payment)? 5. Are there any events showing as Unverified or No Activity? 6. What is broken, what needs fixing, and in what priority order? Use this benchmark: Event Match Quality below 6 needs fixing, below 4 is broken. Give me a clear action list with exactly what to fix first. [PASTE YOUR DATA BELOW]

SKILL 2: KPI MAPPER

Purpose: Map your KPIs against industry benchmarks and identify exactly where performance is breaking down.

DATA TO EXPORT FROM META:

- Last 30 days account-level: CTR, CPC, CPM, ROAS, CPA, conversion rate, frequency, reach, spend
- Break down by campaign if possible

 BENCHMARKS | CTR (link): 0.5-1.5% average | 2%+ strong | CPM: \$8-15 average | Frequency: above 3.5 = fatigue risk | Hook rate (3s video views/impressions): 25%+ good | ROAS: 2x+ ecom baseline | CPA: depends on product margin — aim for <30% of AOV

PROMPT:

You are a senior Meta Ads media buyer analyzing account KPIs. I will paste my last 30 days of account performance data below. Use these benchmarks to evaluate my metrics: - CTR (link click): 0.5-1.5% average, 2%+ strong - CPM: \$8-15 average

(varies by niche and season)- Frequency: above 3.5 signals audience fatigue- Hook rate (3-second video views / impressions): 25%+ is strong- ROAS: 2x+ baseline for ecommerce, higher for low-margin products- CPA: should be below 30% of average order value

Analyze and tell me:1. Which KPIs are healthy, underperforming, or critical based on these benchmarks?2. Where exactly is the breakdown happening – is it CPM (reach problem), CTR (creative problem), or conversion rate (landing page problem)?3. Is frequency too high causing fatigue?4. What is my estimated true ROAS and is it profitable after costs?5. What are the 3 most important metrics to fix right now and in what order?Be specific – tell me exact numbers that are off and why.[PASTE YOUR DATA BELOW]

SKILL 3: STRUCTURE MAPPER

Purpose: Audit campaign and ad set structure for inefficiencies, audience overlap, and funnel gaps.

DATA TO EXPORT FROM META:

- Full campaign list: campaign names, objectives, status, daily/lifetime budgets
- Ad set names, audiences (interest, lookalike, retargeting), budget, placement settings

 BENCHMARKS | Funnel split (TOF/MOF/BOF): ideally 60% TOF / 20% MOF / 20% BOF budget | Min budget per ad set for learning: \$50/day or 50 conversions/week | Max ad sets per campaign before fragmentation: 5-8

PROMPT:

You are a senior Meta Ads strategist auditing campaign structure. I will paste my full campaign and ad set structure below. Use these benchmarks:- Ideal funnel budget split: 60% TOF (cold audiences) / 20% MOF (engagement retargeting) / 20% BOF (website retargeting)- Minimum budget per ad set for learning phase exit: \$50/day or 50 conversions/week- More than 5-8 active ad sets per campaign risks budget fragmentation

Analyze and tell me:1. Is there audience overlap between ad sets causing internal competition and wasted spend?2. Is the budget split across TOF/MOF/BOF correct for growth?3. Are there ad sets stuck in learning phase due to insufficient budget?4. Are there too many ad sets fragmenting the budget?5. Are campaign objectives correctly matched to funnel stage?6. What should be consolidated, paused, or restructured?Give me a clear funnel map of the current structure and a recommended restructure.[PASTE YOUR DATA BELOW]

SKILL 4: ADSET ANALYZER

Purpose: Identify which ad sets to scale, pause, or test with clear data-backed decisions.

DATA TO EXPORT FROM META:

- Ad set level data last 30 days: spend, impressions, reach, frequency, CTR, CPC, CPM, CPA, ROAS, conversions, delivery status

 BENCHMARKS | Scale if: CPA below target + frequency below 3 + conversions growing | Pause if: CPA 2x+ target for 7+ days with 500+ impressions | Learning limited: less than 50 optimization events in 7 days

PROMPT:

You are a senior Meta Ads buyer making scaling and pausing decisions on ad sets. I will paste my ad set level data for the last 30 days below. Use these decision rules: - SCALE: CPA is at or below target, frequency below 3.5, conversions growing week over week - PAUSE: CPA is 2x or more above target for 7+ consecutive days with sufficient spend (500+ impressions) - TEST MORE: Less than 500 impressions or less than 50 optimization events - not enough data yet - LEARNING LIMITED: Fewer than 50 optimization events in 7 days - consolidate or increase budget - FATIGUE: Frequency above 3.5 with declining CTR - refresh creative or expand audience. Analyze each ad set and give me: 1. A clear SCALE / PAUSE / TEST / LEARNING LIMITED / FATIGUE label for each 2. The specific reason for each decision with the exact numbers 3. Recommended budget reallocation - where to move spend from paused ad sets 4. Overall account health summary [PASTE YOUR DATA BELOW]

SKILL 5: PERFORMANCE AUDITOR

Purpose: Full account performance audit with trend analysis and growth recommendations.

DATA TO EXPORT FROM META:

- Last 90 days account overview: all campaigns, spend, conversions, ROAS, CPA
- Month over month breakdown (split by month if possible)
- Your target CPA or ROAS goal

 BENCHMARKS | TOF CTR benchmark: 1%+ | BOF conversion rate: 2-5% for ecom | Account health: are you hitting your target CPA consistently month over month?

PROMPT:

You are a senior performance marketing consultant doing a full Meta Ads account audit. I will paste my last 90 days of account performance data below including monthly breakdown and my target CPA/ROAS. Audit the account and tell me: 1. Is the account scaling, plateauing, or declining - what data proves this? 2. What are the top 3 things actively hurting performance right now? 3. What are the top 3 growth opportunities I am missing? 4. Is spend efficiency improving or degrading over the 90 days? 5. Am I hitting my target CPA/ROAS consistently - if not, why not? 6. What are the exact next 5 steps to improve performance this month? TOF benchmark: CTR 1%+ | BOF conversion rate: 2-5% ecom | Be brutally honest about what is broken. [PASTE YOUR DATA BELOW]

SKILL 6: CREATIVE ANALYZER

Purpose: Identify creative fatigue, top performers, and exactly what to test next.

DATA TO EXPORT FROM META:

- Ad level data: ad name, format (image/video/carousel), spend, impressions, frequency, CTR, CPA, ROAS, days running
- Hook rate if available (3-second video views / impressions)

 BENCHMARKS | Creative fatigue signals: frequency above 3.5 + CTR dropping week over week | Hook rate: below 15% = weak hook, 25%+ = strong | Winning creative lifespan: typically 4-8 weeks before fatigue

PROMPT:

You are a senior creative strategist analyzing Meta ad performance data. I will paste my ad level performance data below. Use these benchmarks:- Creative fatigue: frequency above 3.5 AND CTR declining week over week- Hook rate (3s views/impressions): below 15% = weak hook, 25%+ = strong- Winning creative typical lifespan: 4-8 weeks before performance drops- Formats to always have running: at least one video, one static image, one UGC-style Analyze and tell me: 1. Which ads are fatigued and should be paused immediately? 2. Which ads are top performers - what creative angles, formats, and hooks do they share? 3. Which ads should be killed today vs given more time? 4. Based on what is working, what are 5 new creative concepts I should test next? 5. Are there format gaps in my creative mix I should fill? Give me a KEEP / KILL / TEST MORE label for each ad with specific reasoning. [PASTE YOUR DATA BELOW]


GOOGLE ADS SKILLS (7-10)

SKILL 7: SEARCH AUDITOR

Purpose: Audit Search campaigns for wasted spend, keyword issues, and missed opportunities.

DATA TO EXPORT FROM GOOGLE ADS:

- Keywords report: keyword, match type, impressions, clicks, CTR, CPC, conversions, CPA, quality score
- Search terms report: actual search queries that triggered your ads
- Current negative keyword list

 **BENCHMARKS** | Quality Score: 7+ good | 4-6 needs work | below 4 = landing page or relevance issue | CTR Search: 3-5% average | 8%+ strong | Good CPC varies by niche — compare to your target CPA

PROMPT:

You are a senior Google Ads specialist auditing Search campaigns. I will paste my keyword report, search terms report, and current negative keyword list below. Use these benchmarks:- Quality Score: 7+ is good, 4-6 needs improvement, below 4 = landing page or relevance problem- Search CTR: 3-5% average, 8%+ is strong- Any keyword with 500+ impressions and 0 conversions should be reviewed. Analyze and tell me: 1. Which keywords have low quality scores and what is causing it (ad relevance, landing page, or expected CTR)? 2. Which search terms in the search term report are irrelevant and need to be added as negatives? 3. Are there match types causing wasted spend (broad match triggering irrelevant queries)? 4. Which keywords are cannibalizing each other? 5. What are the top 5 wasted spend areas and how much can be saved? 6. What new keyword opportunities are visible in the search term report? 7. Give me a ready-to-use negative keyword list based on what you find. [PASTE YOUR DATA BELOW]

COMMON NEGATIVE KEYWORDS TO ALWAYS ADD (Search Campaigns):

free, cheap, DIY, how to, what is, definition, wiki, wikipedia, reddit, forum, jobs, careers, salary, course review, scam, complaint, vs, alternative, download, torrent, crack, software, template, example, sample, news, blog, article, history, meaning, login, sign in, account

SKILL 8: SHOPPING AUDITOR

Purpose: Audit Shopping campaigns for feed issues, bidding problems, and missed revenue.

DATA TO EXPORT FROM GOOGLE ADS + MERCHANT CENTER:

- Shopping campaign performance: product groups, impressions, clicks, CTR, CPC, conversions, ROAS
- Impression share data: lost IS due to budget vs lost IS due to rank
- Merchant Center: any feed disapprovals, warnings, or policy violations

 **BENCHMARKS** | Shopping CTR: 0.5-1.5% average | Lost IS (budget): increase budget | Lost IS (rank): improve product titles, images, price competitiveness | ROAS target: typically 4x+ for healthy ecom

PROMPT:


You are a senior Google Shopping specialist auditing a Shopping campaign. I will paste my product group performance, impression share data, and Merchant Center status below. Use these benchmarks:- Shopping CTR: 0.5-1.5% average, above 2% is strong- Lost IS due to budget = need more budget- Lost IS due to rank = improve product feed quality (titles, images, price)- ROAS target: 4x+ for healthy ecommerce- Any product with 1000+ impressions and 0 conversions needs review. Analyze and tell me: 1. What percentage of impression share am I losing and is it budget or rank? 2. Which product groups are profitable vs unprofitable - which to bid up or down? 3. Are there feed disapprovals in Merchant Center affecting delivery? 4. Is my campaign structure optimal (all products in one group vs segmented by category/margin)? 5. What bidding adjustments by product group would improve ROAS? 6. What are the top 3 fixes to increase revenue this week? [PASTE YOUR DATA BELOW]

SKILL 9: PMAX AUDITOR

Purpose: Audit Performance Max and understand where budget is going and how to get more control.

DATA TO EXPORT FROM GOOGLE ADS:

- PMax asset group performance report
- Audience signals configured
- Search themes added
- Placement report if available
- Overall campaign: spend, conversions, CPA, ROAS

 **BENCHMARKS** | PMax tip: without strong audience signals, Google defaults to broad/cheap traffic | Search themes act as soft keywords — always add them | PMax will cannibalize Search campaigns if not managed with brand exclusions

PROMPT:

You are a senior Google Ads specialist auditing a Performance Max campaign. I will paste my PMax asset group performance, audience signals, search themes, and overall campaign data below. Important context:- Without strong audience signals, PMax defaults to low-quality broad traffic- Search themes act as soft keywords and should always be configured- PMax can cannibalize existing Search campaigns if brand exclusions are not set- Asset group ratings (Good, Low, Pending) indicate creative quality issues. Analyze and tell me: 1. Which asset groups are performing vs underperforming - what is the asset rating? 2. Are audience signals properly configured to guide Google toward the right users? 3. Are search themes set up - if not, what themes should be added? 4. Is PMax likely cannibalizing existing Search campaigns? 5. What assets are missing or rated Low that need to be replaced? 6. Based on available data, where is the budget most likely going and is that


correct?7. What changes give me more control and better performance?[PASTE YOUR DATA BELOW]

SKILL 10: KEYWORD RESEARCHER

Purpose: Find new high-intent keyword opportunities and build a complete negative keyword strategy.

DATA TO PASTE IN:

- Your current keyword list with match types and last 30 days performance
- Description of your product/service, target audience, and average order value or CPA target
- Your top converting search terms from the search terms report

 **BENCHMARKS** | Match type strategy: start with Phrase + Exact for control | add Broad only after you have converting data | Long-tail keywords (3-5 words) typically have lower CPC and higher intent | Negative keywords reduce wasted spend by 20-40% on average

PROMPT:

You are a senior Google Ads keyword strategist. I will paste my current keyword list, top converting search terms, and product/service description below. Use this match type strategy:- Exact match: proven high-intent terms with strong conversion history- Phrase match: variations of proven terms- Broad match: only after sufficient conversion data, never as starting point Analyze and tell me: 1. What high-intent keywords am I missing that buyers are actively searching? 2. What long-tail keyword opportunities (3-5 words) have lower competition and higher intent? 3. Which current keywords are redundant, overlapping, or cannibalizing each other? 4. What is the recommended match type for each keyword category? 5. Give me 30 new keyword suggestions organized by intent: - RESEARCH intent (learning phase, lower conversion) - COMPARISON intent (evaluating options, medium conversion) - PURCHASE intent (ready to buy, high conversion) 6. Give me a comprehensive negative keyword list specific to my product/niche. [PASTE YOUR DATA BELOW]

UNIVERSAL NEGATIVE KEYWORD STARTER LIST (add these to every campaign):

INFORMATIONAL (people learning, not buying): free, cheap, cheapest, discount, coupon, promo code, how to, what is, DIY, tutorial, guide, learn, course, training, certification, degree, school, definition, meaning, wiki, wikipedia, history, explained, overview
JOB SEEKERS: jobs, job, career, careers, salary, hire, hiring, employment, intern, internship, work from home, remote, freelance, resume, CV
RESEARCH/Review: reddit, forum, review, reviews, complaints, scam, fraud, fake, alternative, vs, versus, compare, comparison, competitor names
IRRELEVANT: download, free download, crack, torrent, software, app, template, example, sample, login, sign in, account, password, support, customer service
NOTE: Customize this list by adding industry-specific irrelevant terms.

BONUS SKILL 11: MASTER AUDIT PROMPT

Purpose: Run a complete cross-platform audit of your entire ad account in one prompt. Use this for monthly reviews.

DATA TO PASTE IN:

- Last 30 days account overview for all active campaigns across all platforms
- Total spend, total conversions, overall CPA and ROAS
- Your business goal: what does a successful month look like for you?

PROMPT:

You are a senior paid media consultant doing a full monthly account audit. I will paste my last 30 days of performance data across all campaigns and platforms below, along with my business goals. Do a complete audit and give me:

SECTION 1 – ACCOUNT HEALTH SCORECARD
Score each area from 1-10 and explain why: - Tracking & measurement - Campaign structure - Audience & targeting - Creative performance - Budget allocation - Bidding strategy - Overall account health

SECTION 2 – TOP 3 PROBLEMS
What are the 3 biggest things hurting performance right now? Be specific with numbers.

SECTION 3 – TOP 3 OPPORTUNITIES
What are the 3 biggest growth opportunities I am not exploiting?

SECTION 4 – WASTED SPEND ANALYSIS
Where is budget being wasted and how much can be recovered?


SECTION 5 – WEEKLY ACTION PLAN
Give me a specific action plan for the next 4 weeks: - Week 1: Fix what is broken - Week 2: Optimize what is underperforming - Week 3: Test new opportunities - Week 4: Scale what is working
Be decisive. Act like a consultant who is paid to find the truth and fix it fast. [PASTE YOUR DATA BELOW]

BONUS SKILL 12: FUNNEL-SPECIFIC AUDIT

Purpose: Audit each stage of your funnel separately — TOF, MOF, BOF — to find exactly where people are dropping off.

DATA TO PASTE IN:

- Campaign performance broken down by funnel stage (TOF cold / MOF warm / BOF retargeting)
- Audience sizes at each stage
- Conversion rate at each funnel stage if available

 **BENCHMARKS** | TOF to MOF progression: aim for 2-5% CTR to site | MOF to BOF: 20-40% of site visitors should enter retargeting pool | BOF conversion rate: 2-8% depending on product price point

PROMPT:

You are a senior funnel strategist auditing a paid media funnel. I will paste my campaign performance broken down by funnel stage (TOF/MOF/BOF) below. Use these benchmarks: - TOF (cold traffic): goal is reach and engagement, CTR 1%+ is healthy - MOF (warm - engaged but not converted): goal is consideration, CTR 2%+ - BOF (retargeting - visited site, added to cart): goal is conversion, conversion rate 2-8% - Funnel health: if TOF is strong but BOF is weak = landing page or offer problem - If BOF is strong but TOF is weak = scaling problem, need more top of funnel volume
Analyze my funnel and tell me: 1. Where exactly is the biggest

drop-off happening – TOF, MOF, or BOF?2. Is the problem awareness (reach), consideration (engagement), or conversion (landing page/offer)?3. Is my retargeting audience large enough to drive meaningful BOF volume?4. Are TOF audiences replenishing the funnel fast enough?5. What is the specific fix for each stage that is underperforming?6. What is the one lever I should pull first for the fastest improvement?[PASTE YOUR DATA BELOW]

These 12 prompts are completely free. Use them, share them, build on them.