

nivo for Meta Ads

Prompt Playbook Part of the Connected Intelligence Kit



Start *here*

This is your reference of ready-to-copy prompts for the jobs you do every day for Meta campaigns.

A few best practices for using this guide:

- Send prompts one at a time. Each one builds on the answer before it.
- Swap in your details. Replace anything in brackets, like [campaign], [ad set], [date range], or [KPI].
- You approve before NIVO acts. When a workflow reaches the Act step, NIVO stages the change but only once you say go.

What NIVO can see

Through the ads MCP server from Meta, NIVO uses Meta's **Insights Performance Trend** and **Anomaly Signal tools**. They cover auction performance, creative health, and audience delivery. NIVO can spot issues like **auction overlap, creative fatigue, and audience saturation**, then act on them in the same conversation.

Building a **nivo** Rhythm

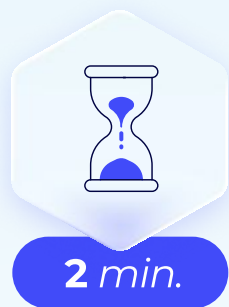
Create a new QA rule

Map creatives to placements

Build campaign from media plan

Hi! What would you like to do today?





Daily *pulse check*

When to use it:

First thing in the morning before you open anything else.



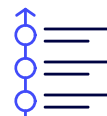
Ask

"Give me a quick health check on my Meta account since yesterday."



Dig Deeper

"Flag any anomalies in auction performance, creative health, or audience delivery."



Decide

"What is urgent and what can wait until our standard weekly refresh?"



Act

"Create the changes in draft for me to review."



Weekly review

When to use it:

Once a week, ahead of team or client check-ins.



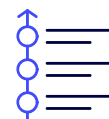
Ask

"Summarize performance trends across my Meta account for this week. What moved, what's trending the wrong way, and what are the top 3 things work my attention ranked by impact?"



Dig Deeper

"For the most impactful, what's driving the change? Show me the evidence."



Decide

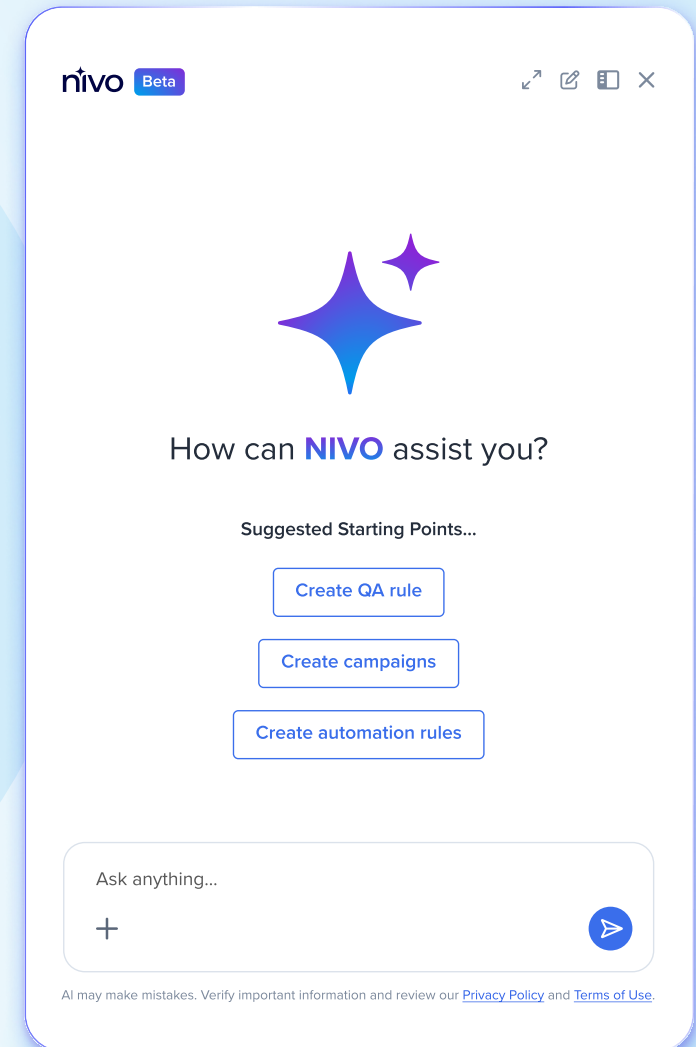
"What changes would you make today? Include the trade-off and the metric to watch."



Act

"Draft that change and show me what you'll update before you apply it."

Workflows by Job





Budget reallocation

When to use it:

Spend is going to the wrong places or a campaign is falling behind plan.



Ask

"Where is my Meta budget going across [campaign or account] for [date range], and which campaigns are trending up or down?"



Dig Deeper

"For the campaign that's performing worst, is the problem the auction, the audience, or the creative? Check the evidence."



Decide

"Recommend how you'd reallocate budget: from where to where, and how much. Include the trade-off."



Act

"show me the reallocated budget as a draft first."



Creative refresh

When to use it:

Ads are going stale or you want to catch fatigue early.



Ask

"Which of my Meta ads are showing signs of creative fatigue? Rank them by how much spend they're carrying."



Dig Deeper

"For the top offenders, show me the evidence of fatigue. Which should I refresh first?"



Decide

"Give me a refresh plan: which ads to replace, what to change, and which ad sets to prioritize."



Act

"Traffic the refreshed creative from [asset source] to those ad sets. Show me the plan before it goes live."



Audience saturation and delivery

When to use it:

Reach is flattening out, frequency is climbing, or delivery looks uneven.



Auction overlap

When to use it:

CPMs are rising or several ad sets are going after similar audiences.



Ask

"Which of my ad sets are showing signs of audience saturation or delivery issues?"



Dig Deeper

"For the worst one, is it saturation, a delivery problem, or tired creative? What does the data say?"



Decide

"What's the one move: shift budget or refresh the creative? Include what to watch after."



Act

"Apply that change. Preview it for me first."



Ask

"Are any of my ad sets competing against each other in the same auctions?"



Dig Deeper

"Which overlaps look like they're costing me the most?"



Decide

"Recommend how you'd rebalance budget across those ad sets to reduce the overlap, and what I should watch afterward."



Act

"Queue up the budget change for me to approve."

Pro Moves

- **Ask for the evidence.** *"Show me the data behind that."*
- **Test the answer.** *"What evidence would tell us this is wrong?"*
- **Go one level deeper.** *"Break that down by ad set," or "Which specific ads?"*
- **Close the loop.** *"Did the change we made on [date] have the effect we expected?"*
- **Ask what you missed.** *"What should I be looking at that I haven't asked about?"*

Fixing a weak answer

If NIVO	Try
Gives you a flat list	<i>"Rank these by impact on spend and name the campaign for each."</i>
Lists every possible cause	<i>"Which single cause best fits the data?"</i>
Hedges on a recommendation	<i>"Commit to one. Which change first, and why?"</i>
Doesn't show evidence	<i>"What data point supports that?"</i>
Stays too high-level	<i>"Name the specific ad sets and ads."</i>

Cheat Sheet for *Opening Prompts*

Job	Start with
Daily pulse	<i>"Give me a quick health check on my Meta account since yesterday."</i>
Weekly review	<i>"Summarize performance trends for [date range]. What are the top three things worth my attention?"</i>
Budget reallocation	<i>"Where is my Meta budget going, and what's trending up or down?"</i>
Creative refresh	<i>"Which of my ads are showing signs of creative fatigue?"</i>
Audience saturation and delivery	<i>"Which ad sets are showing audience saturation or delivery issues?"</i>
Auction overlap	<i>"Are any of my ad sets competing in the same auctions?"</i>
When something broke	<i>"My [KPI] changed sharply on [date]. What did Anomaly Signal flag?"</i>

Ready to run your first session?

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