

Meta Ads: Performance Troubleshooting Guide

If you're struggling with Meta ad performance, use this chart as a starting point to diagnose the root cause. Compare the metrics you're seeing against their potential causes to identify where the bottleneck actually is. It's not a one-size-fits-all framework, but it can help you troubleshoot before making changes to your campaigns.

Impacted metric	What it may indicate	Potential cause
Impressions	Delivery has declined	Budget constraints, audience size, learning limited, ad fatigue
CPM	Traffic is becoming more expensive	Increased competition, audience saturation, seasonality
CTR	Creative isn't capturing attention	Weak hook, creative fatigue, poor message-market fit
CPC	Traffic is becoming more expensive	Higher CPM, lower CTR, or both
Landing Page View Rate	Clicks aren't reaching your website	Slow page speed, broken links, tracking issues
Landing Page → Lead CVR	Visitors aren't converting into leads	Weak offer, poor UX, form friction, landing page issues
Cost per Lead	You're paying more for each lead	Rising traffic costs, lower conversion rates, optimization issues
Lead → Appointment %	Lead quality or sales process may be declining	Broader targeting, slower response time, weaker qualification
Appointment → Close %	Fewer appointments are becoming customers	Sales process, objections, pricing, offer, competition

Note: Multiple metrics often change at the same time. Use this as a diagnostic framework, not a definitive answer. Always investigate the full funnel before making major changes. :-)