

THE ANDROMEDA RECOVERY PLAYBOOK

for Painting Businesses

How to fix your Meta ads, lower lead costs, and build a more predictable lead flow in Meta's new Andromeda environment.

The 72-hour Meta recovery plan for painting companies

 INTRODUCTION

If your Meta ads stopped working, you are not alone.

If your Facebook and Instagram ads have seen diminishing returns in the last few months, you're not alone. Most painting business owners are watching their cost per lead (CPL) climb, their booked jobs drop, and their best ads stop performing. Some are doubling their budgets trying to fix it. Others have fired their ad agencies. A few are turning off Meta ads entirely.

You're not bad at marketing and Meta ads isn't "broken." The truth is simpler. Behind the scenes, Meta has quietly rewrote their algorithm. They called it Andromeda. It was rolled out market by market through 2025, with some analyses suggesting accounts migrated in waves into early 2026. It broke the playbook every painting business in the country had been running for the last four years.

This playbook is the fix.

It's what we teach Painting Business Pro members. It's the exact framework painting businesses are using right now to cut their Meta CPL by 50 percent or more in 72 hours.

You'll need about 20 minutes to read it. The action plan at the end takes three days to execute. By the end of this week, your ads can be working again.

FOUR WARNING SIGNS

You may be Andromeda fatigue if..

- 01 CPM is climbing week over week with no offer or budget changes.
- 02 CPL has doubled or more in the last 30–60 days.
- 03 Leads feel lower quality. More tire-kickers, fewer booked estimates.
- 04 Ads that worked for months suddenly stopped overnight.

 INTRODUCTION

What *is* Andromeda? Sadly, it's not the new Terminator movie.

To win within this new advertising environment, you must understand how the algorithm works.

Andromeda is Meta's new code (algorithm) that acts as the brain of their ad system (a missed opportunity to name it Androm**meta**, but that's neither here nor there).

Meta's ad delivery works in two stages: retrieval and delivery. Most people focus on the delivery—the auction stage (where your bid, budget, and predicted performance determine whether your ad wins the user's attention). But before you even get to that phase, Meta's system is scanning tens of millions of ads and narrowing them down to the 1,000 advertisers most qualified to “compete” in the auction. If your ad doesn't make it through retrieval, nothing else matters. Your targeting, your bid, your budget... none of it gets a chance to work.

Andromeda is that gatekeeper.

Meta's engineering team described Andromeda as enabling a “10,000x increase in model complexity” at the retrieval stage.

SECTION 01

Why your ads stopped working

What changed wasn't just the algorithm. The entire way Meta evaluates and delivers ads changed. The platform now relies far more heavily on creative signals and machine learning than audience targeting and manual campaign structure.

- Meta no longer optimizes off your targeting. It optimizes off your creative.

OLD SYSTEM (2023)

You picked an audience. You stacked interests like "homeowner + exterior painting + income \$100k+." Meta delivered inside the box you drew.

ANDROMEDA (2025+)

Meta reads the actual content of your ad (visuals, copy, audio, format) and decides who should see it. The algorithm processes signals 10,000x faster.

Why painting companies got hit harder than most

- 01 Creative similarity penalty.** Before-and-afters dominate painting ad libraries. Andromeda reads that as repetitive and raises your CPMs to throttle delivery.
- 02 Shallow conversion signals.** Painting has long lead-to-close cycles. Optimizing for form-fills alone optimizes for lead volume instead of lead quality (revenue).
- 03 Still running the 2023 plays.** Narrow interests, six ads per ad set, manual placements, separate campaigns per service... we all learned a collective best practice. Now, every one of those rules actively hurt you.

■ THE REFRAME

You did not get worse at marketing. The rules changed underneath you.

SECTION 02

The five myths still costing you money

Before we install the new playbook, we need to uninstall the old one. These are the five primary tactics that worked in 2023 that are now actively working against you.

MYTH 01

Narrow targeting beats broad. Narrow audiences starve Andromeda of the signal density it needs to learn. Your real buyers don't all match those interest tags.

DO INSTEAD

Broad targeting. Exclude only existing customers and let Meta find your real buyers.

MYTH 02

Six ads per ad set is the sweet spot. Andromeda doesn't pick one winner and scale it. It matches different ads to different people in real time.

DO INSTEAD

Run 12–25 truly different creatives per ad set. Most painting accounts win in the 15–20 range.

MYTH 03

Before-and-afters are enough. A library that's 80% before-and-after triggers a creative similarity penalty. The algorithm reads it as repetitive.

DO INSTEAD

Pair them with social proof, process, neighborhood, financing, and owner story.

MYTH 04

Facebook Feed only protects quality. For service businesses, 60–80% of impressions naturally serve on Instagram. Restricting placements raises costs.

DO INSTEAD

Use Advantage+ placements. Let Meta decide where your ads serve.

MYTH 05

Manual bid caps protect ROAS. Bid caps often prevent the system from finding your real buyers. They rule out high-value impressions.

DO INSTEAD

Start with lowest-cost. Add a cost cap only after 50+ conversions of data.

SECTION 03

Five pillars of the new playbook

01 Creative diversity (the biggest lever)

True diversity passes a simple test: if you described two ads in one sentence, would those sentences differ in angle, format, or both? You can't include five versions of the same blue-house before-and-after.

■ 10-20 PER AD SET

02 Campaign simplification

Splitting budgets means each ad set learns slower. Build one campaign with one ad set and broad targeting. All your creative will compete for delivery using a shared budget for equal opportunity to win.

■ 1 CAMPAIGN · 1 AD SET

03 Signal strength (the most overlooked lever)

Pixel + Meta's CAPI are needed to push qualifying events back into the ad system (like who booked and who paid) along with weekly offline conversion uploads of customers who actually converted.

■ PIXEL + CAPI + OFFLINE

04 Refresh cadence

Andromeda burns through creative faster than the old system, so CPM becomes your earliest warning sign. By the time CPL has doubled, fatigue is already weeks old. Pause tired creative rather than deleting it so the learnings stay in the account.

■ REFRESH EVERY 1-2 WKS

05 Measurement under Andromeda

CTR, day-7 ROAS, and frequency caps describe how the old system delivered, not this one. The signals that actually move the needle now are CPM trend week over week, cost per quality lead, and creative similarity score.

■ COST / QUALITY LEAD

SECTION 04

The Painting Creative Matrix

Six angles × four formats = 20 ad concepts from a single planning session.

	STATIC	CAROUSEL	UGC VIDEO	OWNER VIDEO
PAIN POINT	Peeling paint photo + "Your paint is failing 6 years early."	5 signs your last painter cut corners on prep.	Homeowner shows their failing paint, names the cost.	Owner explains why bad prep costs 6 years of life.
SOCIAL PROOF	Review screenshot + 5-star count overlay.	5 recent named reviews with neighborhood tags.	Customer testimonial filmed in their driveway.	Owner walks through real Google reviews on phone.
PROCESS	Your prep checklist as a clean graphic.	Day 1, Day 2, Day 3 of a real job.	Crew filmed doing prep work the right way.	Owner explains paint grades and why they matter.
FINANCING	"0% for 12 months. 10-year warranty."	What our 10-year warranty actually covers.	Customer talks about peace of mind from warranty.	Owner explains warranty in plain English.
OWNER STORY	Owner portrait + "Why I started this business."	Founder timeline: from first job to today.	Customer says why they chose the owner.	Owner tells founding story from the truck.

SECTION 05

The 72-hour recovery action plan

Three days. Don't overthink it.

DAY 01 90 MINUTES

Audit & consolidate

- Pull up your current campaign structure. Count active ad sets.
- Identify your single best-performing campaign by lead quality.
- Consolidate everything into one campaign + one ad set.
- Broaden targeting: geography, age, and exclusions (like active customers) only.
- Set placements to Advantage+. Pause everything else.

DAY 02 3-4 HOURS OR ONE SHOOT DAY

Produce new creative

- Open the Creative Matrix (Section 4).
- Pick at least 4 angles and at least 3 formats.
- Produce 8-12 new creatives that cover that spread.
- No shoot capacity? Repurpose customer texts, photos, and your phone for UGC.

DAY 03 30 MINUTES UP FRONT

Launch & monitor

- Upload all new creatives into the consolidated ad set.
- Let Andromeda re-learn for at least 24 hours before judging.
- Check CPM at 24 hours. In a healthy reset, this should stabilize or start dropping.
- Check CPL at 72 hours. Meaningful CPL improvement should be visible within the first week.

■ SECTION 06

Fix the system. Lower the stress.

You now have a framework for working toward lower CPLs, better lead quality, and consistent volume.

What “fixed” looks like:

- CPM stable or slowly declining
- CPL trending back toward your historical baseline
- Creative library refreshed every two weeks
- CAPI events flowing for lead, booked estimate, and won job
- One campaign, one ad set, 15+ active creatives

Save this playbook

Re-read Section 5 before you start. Most painting businesses see meaningful CPL drops by end of week one.

Free 15-minute audit

A PBP coach reviews your Meta setup and helps identify the areas costing your business money.

[Click to book your call](#)

INSIDE THE COACHING PROGRAM

- Real-world insights from other painting contractors
- Tailored recommendations from industry experts
- 2x weekly live coaching webinars on Meta ads
- Library of training videos, how-tos, and playbooks
- Plus, members have direct access to the team running a successful \$60m painting company

GLOSSARY

Key terms to know

Andromeda

Meta's new ad-delivery system and algorithm. Changes how budgets spend, who sees ads, and how creative rotates.

CAPI

Conversions API. Meta's server-side tracking. Sends conversion data from your CRM or website straight to Meta, bypassing browser cookies.

Campaign / Ad Set / Ad

Meta's three-tier hierarchy. Campaign sets the objective. Ad Set defines audience and budget. Ad is the creative.

CPL

Cost per Lead. What you pay, on average, to get one hand raiser (the core metric this playbook is built around).

CPM

Cost per Mille (cost per 1,000 ad impressions). Signals how expensive your audience is to reach.

Conversion event

An action you've told Meta to track and optimize for: lead form, booked estimate, won job.

Creative

The ad itself—image, video, copy. Distinct from targeting or budget settings.

Custom audience

A list of people you upload to Meta— past customers, website visitors, email subscribers.

Frequency

Average number of times one person has seen your ad. High frequency = audience fatigue.

Funnel

The path from first ad view to closed job. Top = awareness, bottom = conversion.

Lead quality

How likely a lead is to actually book and pay and what CPL alone can't tell you.

Lookalike (LAL)

A Meta-built audience of people who resemble your existing customers.