

FREE WORKBOOK

The always-on Meta ads planner

Run the budget math, check your campaign structure and track the numbers that matter, all in one printable workbook for small-budget Meta campaigns.

WHAT'S INSIDE

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Budget calculator

Find the daily budget your campaign needs to exit learning.

2

Account structure checklist

Spot the setup issues that keep ads stuck in learning.

3

Monthly results scorecard

Track spend, leads and customers across 12 months.

4

Seasonal ramp-up planner

Plan budget changes before your busy season, not during it.

Type into the fields on screen, or print it and fill it in by hand.

Based on Meta Business Help Center guidance as of September 2026.

Run the budget math

Meta usually needs about 50 results in the week after an ad set's last significant edit before delivery becomes stable. This formula shows roughly what that takes.

THE FORMULA

Target cost per result x 50 ÷ 7 = daily budget floor

Example: a \$25 cost per lead x 50 ÷ 7 = at least about \$179 a day

Your numbers

Target cost per result (lead or purchase)

\$

Multiply by 50

\$

Divide by 7 = your daily budget floor

\$

Your current daily budget

\$

Which path are you on?

☐

My budget meets the floor.

Aim to exit learning. Keep edits to a weekly batch and let the ad set settle.

☐

My budget is below the floor.

That's fine. Run steadily in Learning Limited and judge results monthly, not daily.

Check your starting point

In Ads Manager, add the **Learning Phase** column. It shows what share of your spend over the past 14 days went to ads still in learning. A high share means more budget spent while costs were higher and performance less stable.

Learning Phase column, past 14 days

%

One caution: Meta advises against a tiny budget, since it gives the system too little to work with. The goal isn't a big budget, but one that produces a steady flow of results each week.

Check your structure

Every result that lands in the same ad set counts toward the same threshold. Tick Pass or Fix for each item, then work through the fixes first.

	PASS	FIX
One evergreen campaign for this goal Not a new campaign for every promo	☐	☐
One or two ad sets Splitting results across ad sets slows learning	☐	☐
Broad targeting across your service area Consider Advantage+ Audience	☐	☐
Three to six ads per ad set Too many ads means Meta learns less about each	☐	☐
Optimising for leads or purchases Not link clicks or landing page views	☐	☐
Conversions API set up alongside the Pixel Ask whoever manages your website	☐	☐
"Last significant edit" column added in Ads Manager Shows when learning last restarted	☐	☐
Changes batched into one weekly check-in Each significant edit can restart learning	☐	☐
No pauses of seven days or more Scale back instead of pausing outright	☐	☐
Budget changes made gradually Large jumps or cuts can restart learning	☐	☐
Promos added as new ads, in one batch Not launched as new campaigns	☐	☐

Fixes to make this week

Track what matters

Daily numbers bounce around on small budgets. Fill this in once a month. Meta reports the first two numbers; the last two come from your own records, and they're the ones that pay the bills.

Month	Spend	Cost per lead	Booked calls or quotes	Paying customers	Notes: new ads, edits, promos
Jan.					
Feb.					
Mar.					
Apr.					
May					
June					
July					
Aug.					
Sept.					
Oct.					
Nov.					
Dec.					

How to read it: expect the first two to four weeks to look bumpy, and give it a full month before you decide anything. If cost per lead drifts up but more of those leads become customers, the campaign is improving, not slipping.

Plan your busy seasons

A sudden spike in spend can push an ad set back into learning right when you need stable delivery. Start ramping up gradually two to three weeks before each peak.

Your peak seasons

Peak season or promo	Peak starts	Start ramp-up	Baseline budget	Peak budget

Creative refresh calendar

On a small budget, plan one new ad concept every two to four weeks, and add new ads in one batch. Watch for frequency climbing while click-through rate falls.

Jan. to Mar.	Apr. to June	July to Sept.	Oct. to Dec.

Not sure your account is set up to learn?

Book a Meta ads review and we'll show you where your budget is leaking.

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