

■ Meta ads · Facebook · Instagram

Daily sync

Cheap clicks / or customers?

A campaign on Facebook or Instagram can buy clicks for a few cents each and not sell a thing. In Meta's own reporting it still looks like a success, and most teams only notice when the month's spend is gone.

Trim Tab Social Suite reads every Meta ad account you choose, from the campaign down to the single creative. It sets spend against the purchases it brought, the budget you planned and the period before, and names what changed, so the Monday decision is about what to move, not about finding the numbers.

I Monday morning, answered

After each sync the suite answers six questions. Each answer is one filter or one click away.

Question	Where the answer sits
Are we on budget this month?	Spend to date against your monthly budget, or the budgets set in Meta, with the month-end projection at the last seven days' rate and the daily spend still needed
Why did purchases move?	The change split into reach, click rate and conversion, so you see which of the three moved it
Where do people drop out?	Impressions to link clicks, landing page views, add to cart, checkout and purchase, each step against the period before
Which creatives are tiring?	Every ad sorted fresh, improving, holding, fatiguing or stopped, from its weekly click rate, with the image or video beside it
Is a campaign chasing the wrong goal?	Campaigns optimised for traffic or reach while you judge them on purchases are named, with their spend
What is out of the ordinary?	Each week set against its own four-week average, and each campaign's day against its own norm

Colours only mark direction where higher or lower is clearly better: cost per purchase, cost per click, click rate, return on ad spend. Spend, impressions and reach stay neutral.

II What it reads

The suite reads your Meta ad accounts through a connector, at four levels.

Accounts. One brand or several, each on its own or side by side, each in its own currency and time zone.

Campaigns and ad sets. Spend, budget, objective and status, with the share of spend each one takes and how concentrated it is.

Ads and creatives. The image or video, headline, primary text, call to action and link, with any ad Meta has disapproved flagged on the card.

For each of them the suite records:

- spend, impressions, reach and frequency
- link clicks, click rate, cost per click and cost per thousand impressions
- landing page views, adds to cart, checkouts started and purchases
- purchase value, cost per purchase and return on ad spend, under the attribution window set in Meta

Every page states its currency, time zone, the last complete day and the attribution setting, so a number is never read without its terms.

III How a change reaches your team

- 01 **The sync.** Meta data arrives every day for each account. The most recent days are marked as still settling.
 - 02 **The comparison.** Every figure is set against the previous period or the same period last year, aligned day by day.
 - 03 **The flag.** Overspend and underspend, a campaign optimised for the wrong goal, a disapproved ad, a tiring creative and unusual days are marked on the page.
 - 04 **The drill-down.** One click goes from account to campaign, ad set and ad, ending at the creative with its copy, its link and the post on Facebook.
 - 05 **The change.** Your team moves budget, pauses an ad or briefs a new creative in Meta. Any tab exports to a spreadsheet for the meeting.
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IV What you decide up front

- **Monthly budget.** A budget per account, or the budgets already set in Meta. Pacing is on track within ten percent either way.
- **The result that counts.** Purchases, leads or landing page views, where purchases are too few to read week by week.
- **Attribution.** The window Meta credits a purchase to, for example one day after a view or seven after a click, shown on every page.
- **Comparison.** The previous period of the same length, or the same period last year.
- **Accounts.** Which ad accounts are read, and which brand each belongs to.

Your team can set or change the monthly budget on the page itself; pacing uses it from that moment.

V Next to the other suites

Each Trim Tab suite answers a different question and can run alone or with the others.

Product	The question it answers
Trim Tab Commerce	Is the business on plan, and what should we act on this week?
Trim Tab Advertising Suite	Is every Amazon advertising dollar working, and what do we change?
Trim Tab D2C Suite	Why did store sales move, and does the marketing pay back?
Trim Tab Social Suite	Is every dollar on Facebook and Instagram buying customers, or only clicks?

Together they explain each other. Meta claims purchases for itself; the D2C Suite holds the real order record, and the two sit side by side, never added together. A cheaper offer found by Price Tracking explains why clicks stopped turning into sales.

VI Getting started

We need three things from you:

- read access to your Meta ad accounts, through a connector
- a monthly budget per account, or the word to follow the budgets in Meta
- the result that counts, and the attribution window you report on

The first sync shows the last thirteen weeks. Creative status needs four weeks of delivery to read. The suite only reads; it never changes a budget, a bid or an ad in Meta.

See it on / your own data.

A walkthrough of the cockpit built around your accounts, your plan and your definitions.

[Book a walkthrough](#)

TRIM/TAB