

Black Friday Meta Ads Prep Checklist

Questions to settle before the rush, and a daily log to keep

Check These First

1 Your break-even cost per purchase

Work it out from your own margins before you choose a cost goal.

2 Which ad sets are still in the learning phase

Look at the Delivery column in Ads Manager and note the date of your last big edit.

3 Whether purchases are recorded correctly

Place a test order and confirm it appears in your reporting.

4 Fresh creative you could launch early

Ask what your offer is and whether the message is clear at a glance.

Decisions To Make Before The Rush

1 Which bid strategy you will use

Spend-based, goal-based or bid cap each trade scale against cost. Write down why you chose yours.

2 How and when budget changes happen

Decide who can approve a change and how large the steps are.

3 What you will pause if results drift

Agree the rule now, so you are not deciding in the middle of a busy day.

Daily Log

1 Date, spend and cost per result

Copy the same three numbers from Ads Manager at the same time each day.

2 Every change you made

Note what, when and why, so you can tell a market change from your own change.

3 What you saw on the store

Add anything unusual, such as slow pages or checkout problems.

Questions about your own account? Ask your ads team before the rush.

www.gilmedia.com/contact/