



META ADS AUDIT & ADVANCE STRATEGY

LifeSpiring Bangladesh

- ✓ Full Meta Ads Audit
- ✓ Custom Reporting Dashboard

Fb Ads Audit, Reporting & Advanced Strategy for LifeSpring Bangladesh

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My role. Meta Ads Analyst & Performance Marketing Strategist

Project description.

I partnered with LifeSpring Bangladesh, a health & wellness organization, to optimize their Meta (Facebook & Instagram) advertising performance. My primary role was to conduct a deep analysis of ongoing ad campaigns, identify inefficiencies, and develop a new strategic framework to maximize return on ad spend (ROAS).

The client was running multiple awareness and conversion campaigns but lacked clear insights on what was driving results. I helped transform scattered data into strategic direction.

Challenges

- ♦ Low ROAS due to overlapping audiences & ineffective creative formats
- ♦ Inconsistent campaign objectives causing budget leakage

- ✦ Lack of a full-funnel marketing approach (cold, warm, hot audiences)
- ✦ No clear reporting system to evaluate ad performance by segment

Solutions I Provided

- ✓ Full Meta Ads Audit: Audience, budget, placement, and copy analysis
- ✓ Custom Reporting Dashboard: Weekly snapshot of ROAS, CTR, CPM, CPA, funnel performance
- ✓ Audience Restructuring: Broke down interest-based, behavioral, and custom audiences
- ✓ Retargeting Framework: Dynamic ads for warm traffic, lookalikes for scale
- ✓ Ad Copy & Hook Analysis: Suggested high-converting angles for each stage of funnel
- ✓ Campaign Naming & Budget Allocation System: For better tracking & management
- ✓ Performance Strategy Playbook: Step-by-step guide to scale winning creatives and audiences

Top 3 Benefits They Got from Me

- 📈 ROAS Improvement: Better structure led to higher efficiency and return on spend
- 📊 Data-Driven Clarity: Weekly reports guided decision-making and reduced waste
- 🎯 Sustainable Scaling Strategy: Ready-to-scale structure built around funnel logic

Skills Showcased:

- ✳ Meta Ads Advanced Strategy
- ✳ Ad Performance Analysis
- ✳ Conversion Funnel Optimization
- ✳ Facebook Pixel & Event Analysis
- ✳ Retargeting & Lookalike Setup
- ✳ Reporting & Dashboard Building
- ✳ Ad Creative Direction & Copy Review

 Created by	 Shahin Alam
 Detailed Report	