How To Check If An Ad Is Working

Different metrics tell you what's happening at different stages of the funnel.

REACHING PEOPLE CHEAPLY

CPM — Cost per 1,000 views. Rises with a small or competitive audience.

Frequency — How many times one person saw the ad. Above 3-4 = fatigue.

GRABBING ATTENTION

Hook Rate — % who watched the first 3 seconds. Low = fix the opener.

Hold Rate — % who kept watching. Tells you if the story keeps people.

EARNING THE CLICK

CTR — Clicks ÷ impressions. Low CTR = weak creative or wrong audience.

CPC — Cost per click. Rises when CTR drops.

TURNING CLICKS INTO SALES

Cost Per Result — Cost per Purchase or key action. The number tied to profit.

ROAS — Revenue ÷ ad spend. ROAS of 3 = ₦3 back for every ₦1 spent.

The one that matters most: Cost Per Result and ROAS — everything above them exists to explain why those two are moving.

Reading The Metrics Together

One metric alone can mislead you. Pairing two tells you exactly what's broken.

Bad CTR + Good Conversion Rate

The ad isn't earning clicks.

Fix the hook or creative — the landing page is fine.

Good CTR + Bad Conversion Rate

The ad is doing its job.

The landing page or offer is the weak link, not the ad.

Good CTR + Conversion + Still High CPA

The audience is too broad or expensive.

Check CPM and Frequency — you may be outbidding yourself.

Rising Frequency + Rising CPA Over Time

Audience fatigue has set in.

Time to scale horizontally — duplicate into a new audience.

Always diagnose in this order: Attention (hook/CTR) → Interest (conversion rate) → Cost (CPA/ROAS) → Fatigue (frequency).

New To This? Start With 3 Numbers

Don't try to watch everything at once. Check these three first, in this order, every day.

1

CTR (Click-Through Rate)

Tells you if the ad itself is interesting enough to stop the scroll.

GOOD

Above 1-2%

WATCH OUT

Below 1%

2

Cost Per Result

Tells you if the ad is actually making you money, not just getting attention.

GOOD

At or below your target CPA

WATCH OUT

Climbing day over day

3

Frequency

Tells you if the same people are seeing this ad too many times.

GOOD

Below 3

WATCH OUT

Above 3-4

Where to find them: Ads Manager → Ads tab → Columns → "Performance" — all three show up in the same table.