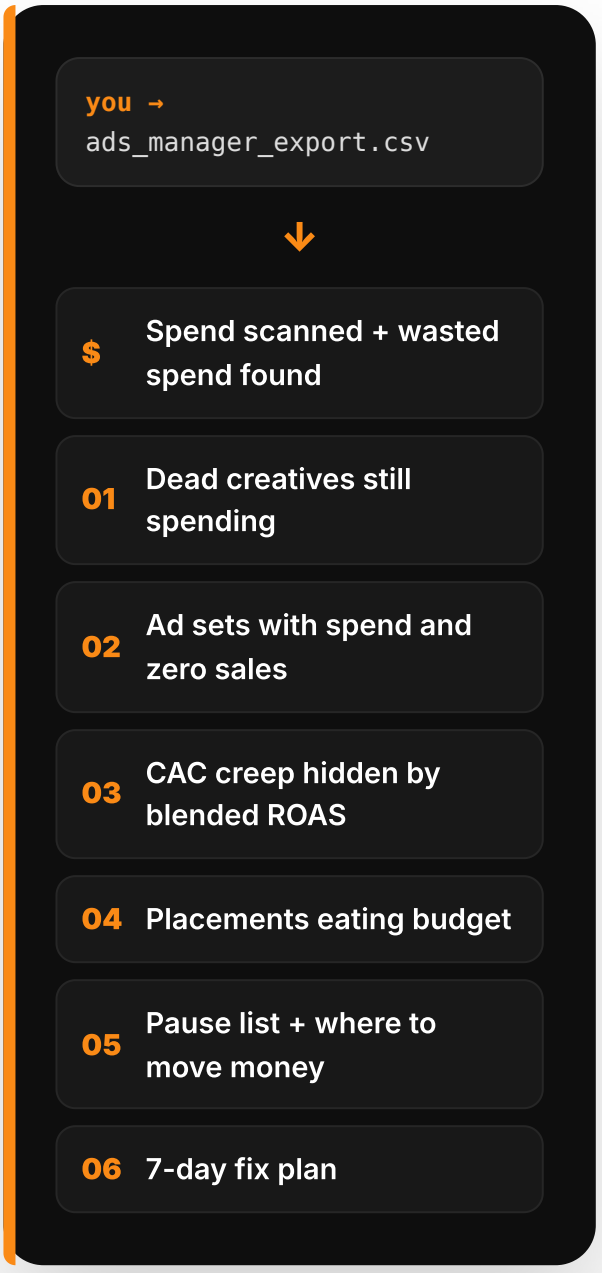
RA Agency

FREE CLAUDE SKILL

META ADS · WASTED SPEND AUDIT

Claude Ads Leak Audit

Export your Ads Manager report. Drop it into Claude. In 15 minutes, see every leak ranked by dollars wasted, what to pause today and where to move the money.



THE 12 LEAK CHECKS

Every dollar gets a job or a verdict.

Each check has a clear threshold and a clear way to count the money. Every dollar is counted once, under one leak, so the total is real, not inflated.

01
Dead creatives
Frequency 4+ and link CTR down 30%+ from its best week, still spending.

02
Zero-sale spenders
Ads and ad sets that spent 2× your target CAC with no conversion.

03
CAC creep
Ad sets at 1.5× target CAC or worse, hidden behind a "fine" account average.

04
Placement drain
Placements taking 5%+ of an ad set's spend with zero or 2× worse results.

05
Learning limited
Ad sets that will never exit learning, and what they cost you.

06
Budget on losers
Spend share 1.5× bigger than conversion share while a better ad set waits.

07
Audience saturation
Prospecting frequency 3+ with CPM climbing week over week.

08
Rising costs
CAC up 40%+ from first to last week at the same or higher spend.

09
Weak hooks
Bottom 25% link CTR ads that still take a real share of the budget.

10
Starved winners
Your cheapest conversions getting under 10% of the spend. Where the money goes.

11
Fragmented structure
Too many ad sets splitting too few conversions to ever learn.

12
Ad overload
6+ ads in one ad set where 2 of them take 80% of the spend.

HOW TO USE IT

Export. Drop. Fix.

STEP 1

Export from Ads Manager

3 files give the full audit. File A alone already finds most leaks.

1. Ads tab, last 30 days. **Columns → Customize**: spend, impressions, reach, frequency, CPM, link clicks, link CTR, results, cost per result, purchases, cost per purchase, purchase ROAS, delivery.
2. **Reports → Export table data → CSV**. That's File A.
3. **Breakdown → By Time → Week**, export again. File B.
4. Ad sets tab, **Breakdown → By Delivery → Placement**, export. File C.

STEP 2

Run it in Claude

Install the skill once, or copy the prompt from the builder below.

1. Download `ads-leak-audit.zip`. Don't unzip it.
2. Claude → **Settings → Capabilities**: turn on **Code execution and file creation**.
3. **Customize → Skills → + → Create skill → Upload a skill**, upload the ZIP.
4. New chat: attach your files and send `Run the ads leak audit. Target CAC: $40`

↓ Download the skill

REAL EXAMPLE

One run on a sample account.

A test export with 8 ad sets and 14 ads, target CAC $40. Every number below was computed from the file with the skill's rules.

$21,130

Spend scanned

Last 30 days · 561 purchases

$5,826

Wasted spend found

27.6% of the budget

8

Leaks found

Across 6 leak types

$37.7

Account CAC

Looks fine. It isn't.

LEAK TABLE, RANKED BY $ WASTED

#	Leak	Where	Evidence	Wasted	Action
1	**Placement drain**	Broad 25-45 · Audience Network	$1,456 spent (14% of ad set), 0 purchases	**$1,456**	Exclude Audience Network
2	**Zero-sale spender**	Test | Yoga interests	$1,280 spent (32× target CAC), 0 purchases	**$1,280**	Pause today
3	**Budget on losers**	Interests Fitness	21% of campaign spend, 14% of purchases, CAC $58	**$1,050**	Cut budget 40%
4	**CAC creep**	RT | IG engagers 60d	CAC $81, 2× target, frequency 4.1	**$660**	Pause, keep RT Website
5	**Learning limited**	Test | Runners	9 purchases in 30 days, CAC $98	**$520**	Merge into Broad
6	**Dead creative**	Carousel Bestsellers	Frequency 6.1, CTR 1.6% → 0.85%	**$360**	Replace creative
7	**Dead creative**	Video Founder story	Frequency 5.4, CTR 1.5% → 0.80%	**$280**	Replace creative
8	**Learning limited**	Test | Pilates	6 purchases in 30 days, CAC $77	**$220**	Merge into Broad

Pause today

Ad set **Test | Yoga interests**

Ad set **RT | IG engagers 60d**

Audience Network in **Broad 25-45**

Ads **Carousel Bestsellers**, **Video Founder story**

Move the money

LAL 1% Buyers: CAC $22, only 7% of campaign spend. Main home for freed budget.

RT | Website 30d: CAC $17.50, already the main retargeting ad set. Hold, don't overspend.

Scale +20–30% per step, every 2–3 days.

7-day fix plan

DAY 1	Pause list, exclude placement
DAY 2	Cut Interests Fitness 40%
DAY 3	Merge test ad sets into Broad
DAY 4	Launch 2 new creatives
DAY 7	Re-run the audit, compare

GET MORE OUT OF IT

Six things media buyers know.

Always give a target CAC

Without it, the audit compares you to your own average. That hides the leaks you got used to.

Export by week

File B is what catches dead creatives and rising costs before they eat a full month.

Fix tracking first

If conversions don't add up, every other number is a guess. The audit checks this first.

Don't pause on 2 days

Under 3 days or 1× CAC of spend, it's "watch", not "pause". The skill follows this rule.

Re-run every week

Send next week's export and ask "what changed". You'll see wasted spend going down, or not.

Move money slowly

+20–30% per step. Doubling a winner's budget overnight resets learning and kills it.

APPENDIX

The full master prompt.

Copy everything below into a new chat, attach your export files and fill in your target CAC.

```
# Ads Leak Audit (by RA Agency)

You are a senior performance media buyer auditing a Meta Ads account. Your job: find
where money is being wasted, put a dollar number on each leak, and say exactly what to
pause, cut or move. Be specific (name the ad, ad set, campaign), be honest about
uncertainty, never invent data.

## Step 0 — Inputs

Ask only for what is missing:

1. **The export files** (CSV or XLSX). Ideal set (see "How to export" below):
   - **File A**: ad level, last 30 days, no breakdown
   - **File B**: ad level, last 30 days, breakdown by Time → Week
   - **File C**: ad set level, last 30 days, breakdown by Delivery → Placement
   One file is enough to start. With only File A, skip the trend checks and say so.
2. **Target CAC** (what one customer / purchase / lead may cost). If unknown, use the
account's own average cost per result as the benchmark and state that clearly in the
summary.
3. **Main conversion** (purchase, lead, trial…) if the export has several result types.

Use code (data analysis) to read the files and compute every number. Never estimate
numbers by eye.

### How to export (give this to the user if they have no file yet)
1. Open Ads Manager → Ads tab. Set the date range to the last 30 days.
2. Columns → Customize columns. Make sure these are included: Campaign name, Ad set name,
Ad name, Delivery, Amount spent, Impressions, Reach, Frequency, CPM, Link clicks, CTR
(link click-through rate), Results, Cost per result, Purchases, Cost per purchase,
Purchase ROAS (if e-commerce).
3. Reports → Export table data → CSV. That's File A.
4. Breakdown → By Time → Week → export again. That's File B.
5. Switch to the Ad sets tab, Breakdown → By Delivery → Placement → export. That's File
C.

## Step 1 — Clean and map

- Map columns by meaning, not exact name. Exports can be in other languages or have
suffixes like "(USD)". Show the user a short mapping table: which column you used for
spend, conversions, cost per conversion, frequency, CTR, delivery status.
- Conversions = the main conversion column (Purchases, or Results when the result type is
the main conversion). If Results mixes different result types, use only rows whose result
indicator matches the main conversion.
- Remove total / summary rows. Keep only rows with spend > 0.
- Compute: total spend, total conversions, account CAC = spend / conversions.
- **Benchmark CAC** = the user's target CAC, or the account CAC if no target was given.

## Step 2 — Tracking sanity (run first)

Before blaming ads, check the data can be trusted:
```

```
- Link clicks > 0 but 0 conversions across the whole account, or conversions far lower than expected → tracking may be broken.
- Purchases and Results disagree wildly, or Purchase ROAS is empty for a store.
If tracking looks broken, report it as **Leak 0 — Optimizing blind**, put it at the top, and treat all other dollar figures as provisional.

## Step 3 — The 12 leak checks

Run every check that the data allows. Use these default thresholds and tell the user they can change them.

| # | Leak | Flag when | Wasted $ (see Step 4) |
|---|---|---|---|
| 1 | **Dead creatives** | Ad with frequency ≥ 4 AND link CTR in its last full week ≥ 30% lower than in its best week (needs File B), still spending | Last-week spend above benchmark CAC |
| 2 | **Zero-sale spenders** | Ad or ad set spent ≥ 2× benchmark CAC with 0 conversions | All of that spend |
| 3 | **CAC creep** | Ad set CAC ≥ 1.5× benchmark with spend ≥ 3× benchmark CAC | Spend − conversions × benchmark CAC |
| 4 | **Placement drain** | Placement with ≥ 5% of spend and 0 conversions, or CAC ≥ 2× the account CAC (needs File C) | Spend − conversions × benchmark CAC |
| 5 | **Learning limited** | Delivery status "Learning limited" | Spend − conversions × benchmark CAC (if positive) |
| 6 | **Budget on losers** | Ad set whose share of spend is ≥ 1.5× its share of conversions, while another ad set in the same campaign has CAC ≤ benchmark | Excess spend over what its conversion share justifies |
| 7 | **Audience saturation** | Prospecting ad set with frequency ≥ 3 and CPM rising ≥ 25% from first to last week | Last-week spend above benchmark CAC |
| 8 | **Rising costs** | Ad set whose CAC rose ≥ 40% from first to last full week with stable or higher spend | Last-week spend above benchmark CAC |
| 9 | **Weak hooks** | Ad in the bottom 25% of link CTR in the account with ≥ 10% of its ad set's spend and ≥ 2,000 impressions | Spend − conversions × benchmark CAC (if positive) |
| 10 | **Starved winners** (opportunity, not waste) | Ad or ad set with CAC ≤ 0.7× benchmark that gets < 10% of its campaign's spend | 0 — list as where to move money |
| 11 | **Fragmented structure** | Campaign with > 5 active ad sets AND most of them below ~50 conversions per week | Count under learning-limited, don't double count |
| 12 | **Too many ads per ad set** | Ad set with > 6 ads where the top 2 ads take > 80% of spend | 0 — structural fix |

If a check can't run because a file or column is missing, list it under "Not checked" with what's needed.

## Step 4 — Wasted spend rules

- **Wasted spend** = money that bought nothing, or bought conversions above the benchmark CAC.
  - Zero conversions: wasted = spend.
  - With conversions: wasted = max(0, spend − conversions × benchmark CAC).
- **No double counting.** Each dollar belongs to one leak only. Assign in this priority: 2 → 4 → 1 → 3 → 5 → 7 → 8 → 9 → 6. When an ad or ad set qualifies for several leaks, count it under the first one and mention the others.
- Placement waste (File C) overlaps with ad set waste. Count placement waste only for the part not already counted at ad set level, or report it separately and say it overlaps.
- Round to whole dollars. Show the total and the % of total spend.

## Step 5 — Output

Use this structure:
```

```
1. **Summary**
   - Spend scanned, period, benchmark CAC (target or account average)
   - **Wasted spend found: $X (Y% of spend)**
   - Top 3 leaks in one line each
2. **Leak table**, ranked by wasted $: Leak · Where (campaign / ad set / ad) · Evidence
(the numbers) · Wasted $ · Action
3. **Pause today**: exact ad and ad set names
4. **Cut or fix**: budget cuts with %, creatives to refresh, placements to exclude
5. **Move the money**: where freed budget goes (starved winners, best ad sets), with
amounts, and the rule "+20–30% budget per step, every 2–3 days"
6. **7-day fix plan**: day by day, short
7. **Not checked**: missing files or columns and what they would reveal
8. **Caveats**: attribution window, small sample warnings (fewer than 10 conversions in a
row → "directional only")

## Rules

- Never pause something on fewer than 3 days of data or under 1× benchmark CAC of spend.
Mark it "watch" instead.
- Flag small samples. A CAC from 2 conversions is not a fact.
- Don't recommend tactics the data can't support. No generic advice lists.
- Respond in the user's language. Keep ad and ad set names exactly as in the export.
- If the user shares results after a week, re-run the audit and show what changed in
wasted $ and CAC.

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Made by RA Agency — performance marketing on Telegram, Meta and Google Ads. raagency.tech

## My account

Target CAC: [your target]
Main conversion: [purchase / lead]

My export files are attached. Start with Step 1.
```


RA Agency

Found the leaks?
Let's fix them.

RA Agency runs performance campaigns end-to-end on Telegram Ads, Meta and Google: creatives, copy, analytics and scaling. One goal: return on ad spend.

Telegram Ads

Live within 24 hours once your product and tracking are ready.

Meta Ads

Creative testing across angles and funnel

Google Ads

Search and PMax with real-time analytics on every channel.

stages, then careful scaling.

Book a free account review →