SAMPLE REPORT

PAID MEDIA AUDIT · GOOGLE ADS + META ADS

PPC AUDIT REPORT

Findings, benchmarks and a prioritised action plan to cut wasted spend and lower cost per lead.

OVERALL ACCOUNT HEALTH

MEDIUM

Good foundation, under-leveraged potential.

Prepared for	REDACTED	**Sector**	Renewable energy, UK
Platforms	Google Ads · Meta Ads	**Data period**	Feb – Oct 2025
Prepared by	OnBrand PPC team	**Issued**	October 2025

Client name, account IDs, campaign locations, URLs and competitor names have been redacted or generalised.

BEFORE YOU START

ABOUT THIS REPORT

This is a real OnBrand PPC audit, shared as a sample with the client's identifying details removed. It covers one Google Ads account and two Meta ad accounts for a UK renewable energy business generating leads for heat pumps, solar panels and government-funded energy grants.

Audit scope	
Client	REDACTED · Renewable energy and home improvement, UK
Google Ads	1 account · 4 active campaigns (3 Search, 1 Performance Max) · 1 Feb – 5 Oct 2025
Meta Ads	2 accounts (able-to-pay market and grants market) · 6 campaigns · Aug – Oct 2025
Access	Read-only. No changes were made to live campaigns
Data reviewed	Platform performance, search terms, auction insights, audiences, creative, landing pages and forms
Limitations	Partial Meta Pixel access, so website lead tracking on Meta could not be fully verified

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How to read this report

Priority fix Costing money now. Act first.

Needs attention Holding performance back.

On track Working. Protect or scale.

Benchmarks are the industry averages cited at the time of the audit (for example, WordStream 2024). They're a guide, not a target.

01 · EXECUTIVE SUMMARY

THE HEADLINE FINDINGS

GOOGLE ADS · 1 FEB – 5 OCT 2025 · 4 CAMPAIGNS

£90,337	1.22M	35,526	1,726	£52.33	4.86%
media spend	impressions	clicks	conversions	average CPL	conversion rate

Meta · Able-to-pay account

£11,469 spend · 73 leads · **£198.31 CPL**

Meta · Grants account

£9,255 spend · 317 leads · **£33.42 CPL**

Where the Google Ads budget goes, and what it returns



Heat pump and solar Search spent £31,711 for 86 conversions (5%). Figures rounded.

Key findings

On track The grants campaigns prove the model works: £42.38 CPL on Search and £28.36 on Performance Max, both held back by daily budget limits.

Priority fix Heat pump and solar Search are the drain, at £317 and £482 per lead against a £70–£90 sector benchmark.

Needs attention Visibility is capped: impression share is under 10% account-wide, and Search loses 49–67% of impressions to ad rank.

Priority fix On Meta, the able-to-pay account's CPL (£198.31) is nearly six times the grants account's, with click-through rates 74–85% below benchmark.

Needs attention Measurement gaps: no phone conversions recorded on grants Search and only partial Meta Pixel access, so some leads go uncounted.

02 · PRIORITY ACTIONS

WHAT TO CHANGE FIRST

Ten actions, ranked by likely impact on cost per lead and the effort to put them in place. Quick wins can be made within days at little or no extra cost.

#	Action	Platform	Impact	Effort	When
1	Pause keywords that have spent £200+ with no conversions, and add "heat pump" as an exact negative	Google	**High**	Low	**Quick win**
2	Move broad match to phrase and exact match, and expand negative keyword lists	Google	**High**	Low	**Quick win**
3	Pause or split out the highest-cost location (CPL £1,733.76)	Google	**High**	Low	**Quick win**
4	Exclude the 18–24 age group across Search and Performance Max	Google	**Medium**	Low	**Quick win**
5	Narrow Meta audiences: remove low-intent interests and test 55–64 ad sets	Meta	**High**	Low	**Weeks 1–4**
6	Fix call tracking, add click-to-call and WhatsApp lead capture	Both	**High**	Medium	**Weeks 1–4**
7	Move budget to the budget-limited grants Search and PMax campaigns	Google	**High**	Medium	**Weeks 3–6**
8	Unpin headlines, add sitelinks, callouts and image assets	Google	**Medium**	Low	**Weeks 3–6**
9	Simplify lead forms and refresh creative in feed and Reels sizes	Meta	**Medium**	Medium	**Weeks 3–8**
10	Launch remarketing audiences for Search, PMax and Meta	Both	**Medium**	Medium	**Weeks 5–8**

THE BIG MOVE

Stop funding the expensive campaigns until they're fixed, and give the proven grants campaigns the budget they're being denied.

AVOID

Broad "solar" and "energy" auctions against national suppliers. Compete in niche, high-intent searches instead.

03 · GOOGLE ADS

ACCOUNT OVERVIEW

Four active campaigns, three Search and one Performance Max, bidding on Maximise conversions and Target CPA. The account is well structured and technically compliant. Visibility and cost efficiency are what hold it back.

Campaign	Type	Spend	Conv.	CPL	Conv. rate	Status
Grant eligibility REDACTED	Search	£36,572	863	**£42.38**	8.49%	On track
Grant eligibility REDACTED	PMax	£22,054	778	**£28.36**	3.39%	Scale
Heat pumps REDACTED	Search	£18,691	59	**£317.25**	3.84%	Priority fix
Solar panels REDACTED	Search	£13,019	27	**£482.20**	2.94%	Priority fix
Account total		**£90,337**	**1,726**	**£52.33**	**4.86%**	

Campaign locations redacted. Spend and conversions rounded. Solar panels data from 7 June 2025.

Cost per lead by campaign



Shaded band: £70–£90, the average Search CPL for home services and renewable energy cited at the time of audit.

What we found across the account

On track

Strong technical setup and tracking structure, with a 92% optimisation score on Solar Search.

Needs attention

Best campaigns are “Eligible (Limited)” by budget at £180 and £120 a day.

Needs attention

Broad match keywords and too few negatives let low-intent searches through.

Needs attention

Missing sitelinks, image assets and phone extensions weaken ad rank and CTR.

04 · CAMPAIGN DEEP DIVE · 1 OF 2

HEAT PUMPS (SEARCH)

Campaign: ATP ASHP // Search // REDACTED · 1 Feb – 5 Oct 2025 · Daily budget £180

£18,691	93,762	1,534	1.64%
media spend	impressions	clicks	click-through rate
58.92	**3.84%**	**£317.25**	**6**
conversions	conversion rate	cost per lead	phone calls

Visibility: half the eligible impressions are lost to ad rank



Ads appear near the top of the page 67.65% of the time, but in the very first position only 19.92%.

Scorecard

KPI	Result	Benchmark	Status
Click-through rate	**1.64%**	~6.3%	Priority fix
Conversion rate	**3.84%**	7.52%	Needs attention
Cost per lead	**£317.25**	£70–£90	Priority fix
Lost impression share (rank)	**50.2%**	Under 30%	Needs attention
Phone calls	**6**	10–15% of conversions	Needs attention

Verdict: the campaign reaches the right market but pays too much to do it. Weak ad relevance and low-intent keywords push CPL to more than three times the sector benchmark.

04 · CAMPAIGN DEEP DIVE · 2 OF 2

WHERE THE BUDGET LEAKED

SEARCH TERM

£1,220.72

spent on the search term "heat pump" for just 2 conversions. It isn't set as an exact negative, so it keeps draining budget.

ONE LOCATION

£1,733.76

cost per lead in a single location (REDACTED), more than five times the campaign average.

Zero-conversion keywords

Several keywords have spent over £200 each without a single conversion.

Researchers, not buyers

Ads still serve to 18–24s, who tend to research rather than convert.

Also holding the campaign back

- **Pinned headlines and descriptions** limit ad testing, lower Ad Strength and raise CPC.
- **No sitelinks or other extensions**, so ads take up less space and win fewer clicks.
- **Budget-limited at £180 a day**, restricting delivery on competitive terms.
- **Too few negative keywords** to keep low-intent traffic out.

Recommendations

Area	What we recommend
Keywords	Pause keywords with £200+ spend and no conversions. Focus budget on terms with proven conversion history.
Negatives	Add "heat pump" as an exact negative and build the negative list continuously to filter low-intent searches.
Match types	Shift from broad to phrase and exact match to cut unqualified traffic.
Ad copy	Unpin headlines and descriptions so responsive search ads can test combinations and lift Ad Strength.
Assets	Add sitelinks, callouts and image assets to raise CTR and Quality Score and lower CPC.
Locations	Pause the highest-cost location, or move it to its own campaign with tighter keywords and messaging.
Audiences	Exclude 18–24s and focus on 25–55+, where intent is stronger.
Lead capture	Add click-to-call and WhatsApp with automated replies, and track every call.

05 · VISIBILITY & COMPETITION

WHO'S WINNING THE AUCTION

<10%
account impression share: most eligible traffic goes to competitors

63.93%
top-of-page rate: often above organic results, rarely dominant

15.88%
absolute top rate: rarely in the first position

Auction insights

- **National energy suppliers** (REDACTED) dominate impression volume and premium positions on broad energy terms.
- **Specialist grant competitors** win strong visibility with a tighter, more focused keyword strategy.

Stop

Competing in broad "solar" and "energy supplier" auctions against brands with far bigger budgets.

Start

Owning niche, high-intent grant searches such as eligibility checks and free EPC checks by postcode.

Bidding: aim for top of page (not always first) on high-volume core terms, and target the absolute top on long-tail, high-intent keywords where CPC is lower and conversions are stronger.

Performance Max: the account's best performer

On track · scale

£22,054	814,340	2.05%	777.56	£28.36
spend	impressions	CTR	conversions	cost per conversion

What's limiting it

- Growth capped by a £120 daily budget
- Limited creative variety risks fatigue
- Still serving to 18–24s
- Little visibility of search intent

What we recommend

- Raise the budget while CPA holds
- Refresh headlines, images and video
- Add remarketing and in-market audiences
- Review search term and placement insights

06 · META ADS · FACEBOOK & INSTAGRAM

TWO ACCOUNTS, TWO STORIES

Able-to-pay account — Priority fix

£198.31

cost per lead

£11,468.92 spend · 273,025 reach · 3,273 link clicks · 0.93% CTR · £4.60 CPC · 73 leads

Grants account — Strongest

£33.42

cost per lead

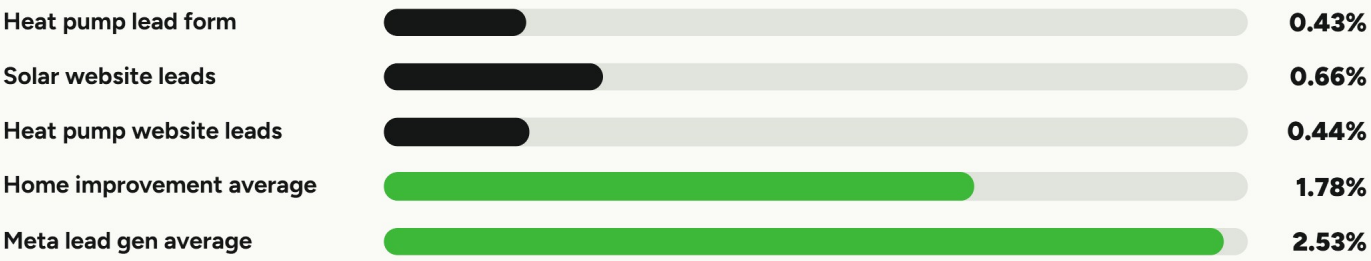
£9,254.86 spend · 92,509 reach · 4,052 link clicks · 2.04% CTR · £1.52 CPC · 317 leads

1 Aug – 9 Oct 2025. Ad account IDs redacted.

Able-to-pay campaigns

Campaign	Spend	Leads	CPL	CTR
Heat pump lead form (instant form)	£1,198	7	**£171.14**	0.43%
Solar panels (website leads)	£5,578	19	**£293.58**	0.66%
Heat pumps (website leads)	£4,858	34	**£123.26**	0.44%

Click-through rate vs benchmarks



Benchmarks: WordStream Facebook Ads Benchmarks 2024, as cited in the audit.

What we found

- Audiences of 1.8M–3.4M are too broad; spend is wasted on cold traffic
- Low-intent interests such as mortgage loans dilute targeting
- Leads cluster in the 55–64 age group
- Feed placements drive most leads
- Complex forms cause drop-off after the click

What we recommend

- Narrow to solar, heat pump and renewable interests, plus 1–3% lookalikes
- Test dedicated 55–64 ad sets
- Feed-first placements, with feed and Reels sizes
- Refresh creative every 3–4 weeks
- Simplify forms and add a retargeting layer

07 · TRACKING, JOURNEY & LEAD VALUE

CAN THE DATA BE TRUSTED?

If the platforms learn from incomplete data, they optimise for the wrong thing. We checked what's being measured, where leads drop out, and what a lead is really worth.

Needs attention

Calls not counted

Zero phone conversions on grants Search suggests missing call tracking, not missing calls.

Needs attention

Partial Pixel access

Meta website lead campaigns couldn't be fully verified against Pixel data.

Needs attention

Gaps in reporting

Incomplete impression data on one campaign limits CTR analysis.

Landing pages and forms

- **Form friction:** dropdown-heavy forms and a duplicated question cause drop-off between click and lead.
- **Fix:** ask plain questions ("Where are you based?"), cut fields, and add a value line above the form, for example "Find out if your home qualifies for a funded heat pump."
- **Message match:** mirror ad copy on the page, show local proof and make finance options visible.

Why cost per lead isn't the whole story

Installs are high-value, so a lead that converts is worth far more than its cost. This illustrative view uses estimated UK average revenue per installation against the able-to-pay Meta spend (£11,468).

Measure	Avg revenue per install	Revenue from 10 installs	ROAS at 10 installs
Air source heat pump	£12,000	£120,000	**10.4x**
Solar PV (3–4 kWp)	£6,500	£65,000	**5.6x**
Loft insulation	£1,000	£10,000	**0.87x**

Next step: connect CRM stages (lead, survey, install) to the ad platforms, so budget follows real sales rather than form fills.

08 · 30–60-DAY ACTION PLAN

THE PLAN, IN ORDER

Recommendations sequenced so the quickest, cheapest fixes land first and every later step builds on cleaner data.

WEEKS 1–2

Stop the leaks

- Pause £200+ zero-conversion keywords
- Add "heat pump" as an exact negative
- Pause the highest-cost location
- Exclude 18–24s on Search and PMax
- Remove low-intent Meta interests

WEEKS 3–4

Fix the foundations

- Set up call tracking and click-to-call
- Add WhatsApp lead capture
- Move broad match to phrase and exact
- Add sitelinks, callouts and images
- Simplify Meta and landing page forms

WEEKS 5–8

Scale what works

- Raise grants Search and PMax budgets
- Launch remarketing on Google and Meta
- Test 55–64 Meta ad sets
- Refresh creative in feed and Reels sizes
- Rebuild heat pump and solar Search

How we'll measure progress

Measure	Starting point	Direction
Heat pump Search CPL	£317.25	Down, towards the £70–£90 benchmark
Solar Search CPL	£482.20	Down, or budget moved elsewhere
Account impression share	Under 10%	Up on core grant terms
Solar Meta campaign CPL	£293.58	Below £200, then scale spend 15–20% a week
Phone and WhatsApp leads	Not tracked	Tracked and attributed
Lead-to-install rate	Not connected	Reported from CRM

Starting points are the audit-period figures. We don't forecast results: improvements depend on implementation, testing and market conditions.

WHAT HAPPENS NEXT

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This sample is based on a real OnBrand audit carried out in October 2025. The client's name, account IDs, campaign locations, URLs and competitor names have been redacted or generalised. Figures are as reported at the time of the audit. Results vary by account and depend on implementation.