

The 12 mistakes that burn B2B Meta budgets

Print it. Tick what your account is guilty of.

- ☐ **01 The €500 one-week test**
Work the budget backwards from the results you need.
- ☐ **02 Relaunching instead of recycling**
Swap new creatives into existing ad sets.
- ☐ **03 Hyper-segmentation**
Consolidate until the arithmetic works again.
- ☐ **04 Optimising on clicks or proxy events**
You asked for bot clicks. Optimise on revenue.
- ☐ **05 Broken or duplicated pixel events**
Pixel plus Conversions API, deduplicated, values passed.
- ☐ **06 The micro-conversion ladder**
Gate nothing. Retarget with the content instead.
- ☐ **07 Creative not adapted to placements**
7 of 10 audited accounts ran broken creative in a high-spend placement.
- ☐ **08 Stale creative**
If the newest ad is older than 14 days, you are paying a boredom tax.
- ☐ **09 Ad and landing page mismatch**
The ad's promise, number and look carry onto the page it leads to.
- ☐ **10 Warm audiences eating the budget**
Remarketing stays at 5 to 10% of spend.
- ☐ **11 Knowledge living in one head**
50 minutes a week of experiment logging builds shared memory.
- ☐ **12 Buying tools you don't need**
No dashboard has ever fixed a weak creative. Invest in Figma and Fable.