

Where your Meta budget is leaking.

A complete audit on a synthetic sample account. Bach scored this account against its own 12-month history, sized every issue in recoverable spend, and ranked the leaks by what they cost. Your audit uses only your own connected account's data — these figures are illustrative.

ACCOUNT SPEND \$48,200	RECOVERABLE / MO \$1,480	RANKED LEAKS 3	HEALTH SCORE 58 → 84
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RANKED LEAKS · BIGGEST FIRST

LEAK	COST / MO	PROPOSED FIX	EXPECTED LIFT
Lookalike 1% · Prospecting Frequency 7.2 — past efficient frequency; creative fatigue setting in	-\$640	Refresh the creative, cap frequency at 3.0, and re-enter learning cleanly	+\$640/mo
Retargeting · 30-day 41% audience overlap — two ad sets bidding against each other	-\$520	De-dupe audiences, add exclusions, consolidate the overlapping ad sets	+\$520/mo
Advantage+ · Broad CPA running 38% above target; spend pacing over on a losing segment	-\$320	Apply a cost cap at target CPA and reallocate spend to the top performer	+\$320/mo
Total recoverable wasted spend			+\$1,480/mo

WHAT BACH CHECKED · 100+ AUTOMATED CHECKS

Campaign structure Advantage+, CBO, testing vs scaling, duplicate ad sets	Audiences Overlap, frequency, lookalike sizing, exclusions	Creative Fatigue & hook rate, format mix, refresh cadence
Budget & bidding Pacing, bid strategy, cost caps, CPA vs target	Tracking & signal Pixel & CAPI health, event coverage, attribution	Profitability True ROAS & MER, wasted spend, new-customer CAC

This is a synthetic sample, not a real customer's account. Every figure is illustrative and localises to your region in-product. Bach is read-only by default — each fix above is a proposal with its expected impact attached, and nothing changes on Meta until you approve it. Every action is logged and reversible.

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