A PLAN BUILT FROM YOUR NUMBERS

Your Meta ads plan: Merrowbank Linen

Prepared 23 October 2026 · Your Shopify store

Your 30 minutes this week

0 of 6 done

Same time each week, ideally Monday or Tuesday morning. Ticks reset each week.

- [ ] `5 min` **Check the numbers.** Store sales and orders from Shopify; spend and cost per purchase from Ads Manager. Lift: store sales, Australian orders only (filter by shipping country), should hold at about A$1,400 a week; after a raise, up at least 2.1x the extra spend (A$88 a week for your first raise, from A$33 to A$39 a day, which adds A$42 a week of spend), judged over 4 weeks. MER is a record only.
- [ ] `10 min` **Stop and keep.** After 7 days and A$72 spent since launch, switch an ad off if it has no add to cart, or its cost per add to cart is above A$33 (your break-even on what your ads sell, the Stonewashed linen sheet set), counting 7-day click adds to cart only.
- [ ] `1 min` **Placements (day 3, then weekly).** Breakdown → By delivery → Placement, last 7 days. Audience Network over 10% of spend, or most link clicks with few landing page views? Section 7 says what to do: a new ad set in one publish, never an edit.
- [ ] `10 min` **New ads.** Start with 3 ads. Add a new ad from your creative hour only when you switch one off under the stop rule, in the same publish, so the ad set holds 3–4 ads: at A$231 a week, more ads than that never reach the spend the stop rule judges them on. If none has been switched off for 4 weeks, swap one new ad in for the oldest, in the same publish.
- [ ] `5 min` **Comments and messages.** Reply to product questions under your ads, hide spam, and note any delivery or quality complaint.
- [ ] `1 hour` **Creative hour (every second week).** Shoot 2–3 stills and 1 short video from the shot list, on your phone, in daylight. Frame for 4:5 and 9:16. Then write 3 primary texts and 3 headlines.

1. Your plan at a glance

Today: about A$125 per purchase, from your last 30 days. That's from only 8 purchases, too few to plan from yet, so this plan uses a starting estimate of A$45–A$75 until you have 10 purchases in 30 days.

Merrowbank Linen sells bedding and linen online, and your ads will lead with the stonewashed linen sheet set, your first-listed best seller. You're a growing store, so this plan runs one campaign with one ad

set on A$1,200 a month and asks Meta to find people who add to cart until purchases come often enough for it to learn from. Treat every number on this page as a starting target, and reset it after two weeks of your own results.

Your store	Merrowbank Linen on Shopify
Store stage	Early: about A$6,100 a month (33 orders)
Campaign objective	Sales
Meta optimises for	Add to cart (section 4.2)
Budget	A$1,200 a month, about A$39 a day. You spend about A$1,000 a month now, so start at that, A$33 a day. Your scale rule (section 7) earns each step up, to at most A$39 a day (A$1,200 a month).
Your budget tier	Growth
Campaigns	One campaign, one ad set (section 4.4)
Where	Australia only for this ad set: its copy and headlines carry A$ prices, so New Zealand comes later, in its own ad set (section 6.1)
Setup	Once, 2–3 hours (section 3)
After that	About 30 minutes a week to run your ads, plus an hour every second week making new ones (section 7)

What you're running

One campaign, one ad set, 3–4 ads. Your whole budget, A$33 a day to start, goes into one place so Meta learns as fast as your budget allows. People who've visited your store are folded in, with past buyers excluded (section 6.4). Your Growth budget buys about 3.8 purchases a week, too few to split across campaigns, so it stays in one ad set until it gets about 50 adds to cart a week, and could still get that after a split (section 4.2).

- Campaign name: Merrowbank Linen | Sales | Sheet set | Oct 2026
- New ads: start with 3, and add a new one only when your stop rule switches one off, so the ad set holds 3–4 ads (plus any dated ads in December)

Your numbers

These come from your answers. Each one is worked out from your exact amounts and rounded once, as it's printed: money down to the whole dollar, ROAS up, both on the safe side, so a sum redone from the rounded figures here can come out a dollar or 0.1x apart. Your break-even and targets change only when your price, costs, shipping, fees or returns change; your expected cost per purchase is your own A$125 from the last 30 days, and it updates as your results change.

- **Average order:** A$185, including GST. After GST, product cost, shipping and payment fees (taken as about 2%) you keep **A$88** of it (47%), before ads.
- **GST:** You're registered for GST, so 1/11 of every sale is GST, not yours: A$16.82 of an A$185 order. These numbers start from A$168.18, your A$185 order without GST.
- **What your ads sell:** the A$229 Stonewashed linen sheet set. After GST and costs it keeps **A$112** ex GST of each sale before ads, against A$88 on your A$185 average order, so your stop and target figures below use it.
- **Break-even cost per purchase:** A$112 ex GST on what your ads sell, the A$229 Stonewashed linen sheet set; A$88 on your A$185 average order. Pay more than this for a first order and you lose money on it.
- **Break-even ROAS:** 2.1x (rounded up from 2.04x for safety) on what your ads sell, the A$229 Stonewashed linen sheet set, on sales including GST. Each A$1 of ads has to bring back at least this much in sales.
- **What Shopify sends Meta:** we haven't confirmed whether its purchase value includes GST and shipping. Your **2.1x** break-even ROAS (on what your ads sell, the A$229 Stonewashed linen sheet set) is on sales including GST, so check one real order in Events Manager: if Meta's value leaves GST out, compare Meta's ROAS with **1.9x** instead.
- **Allowable cost for a new customer:** A$97, your A$88 break-even on your A$185 average order, because your first orders are any basket, plus credit for repeat orders: 10% of it (half your 20% repeat rate), the most a new customer is worth if they come back as often as your repeat rate says. If most first orders are the Stonewashed linen sheet set, it's A$121 (its A$112 break-even plus the same credit). It's a ceiling, not a target.
- **Your targets:** A$89 ex GST per purchase on what your ads sell, the A$229 Stonewashed linen sheet set (80% of your break-even, so each sale keeps a margin of safety for Meta's over-counting and the weeks that go badly), a ROAS of 2.6x on sales incl. GST (2.4x if Meta's purchase value leaves GST out).
- **How to judge your ads: lift.** Your A$1,400 a week of sales (from your answers, until your section 3.4 average replaces it) already includes your ads, so judge each change on what it adds, from Shopify's own sales incl. GST, after refunds, Australian orders only (filter by shipping country). At today's spend, sales should hold at about A$1,400 a week. Each week, also note Shopify's orders with utm_medium=paid and utm_source meta or facebook (your new ads carry those tags from their first publish, section 4.3 step 17) and the ones it shows as coming from Facebook or Instagram, with how many are first orders, beside Meta's purchase count: that's the closest read, before your first raise, of how many of Meta's purchases your ads brought in. After a raise, the lift is the rise in sales ÷ the rise in spend: at least 2.1x, your break-even ROAS on your A$185 average order, so your first raise, from A$33 to A$39 a day, which adds A$42 a week of spend, needs sales up at least A$88 a week, or the raise loses money. Judge it on 4 weeks against the 4 before, leaving out sale weeks: one week's sales swing by more than that by chance. MER is a record only.

- **Expected cost per purchase:** A$45–A$75 (a starting estimate, not yet your own figure: replace it with your own cost per purchase after the later of 4 weeks or 30 purchases)
- **MER now:** about 6.1x: A$6,105 of Shopify sales ÷ A$1,000 of ads, last 30 days. Meta counts 8 of your 33 orders (24%): those are the purchases it credits to its ads, not everything your pixel sees. Check Events Manager's Purchase count for the same 30 days: near 33 means tracking is fine and the gap is sales Meta didn't drive (repeat, email and organic orders); well under it means purchases are going missing (cause 2.4). MER includes the sales you'd make without ads, so it can't tell you on its own whether the ads pay: it's a record, not a target.
- **Do your ads pay today?** To cover A$1,000 of ads in 30 days, they must bring in about A$2,088 of sales you wouldn't have made without them (A$1,000 ÷ A$88.57 kept per A$185 order, the exact figure). Meta claims 8 purchases, about A$1,480 at your A$185 average order, more than Meta claims, so on Meta's own count your ads don't pay for themselves yet.
- **What your budget buys:** about 3.8 purchases a week, at A$33 a day now; about 4.5 at your full A$1,200 a month. That's too few purchases for Meta to learn from. Section 4.2 sets out your choice of optimisation event.

Your weekly rules

- **Stop:** Judge an ad once it has run for at least 7 days and has spent A$72 since it launched (about 4 adds to cart at a typical A$18 each), however many clicks it has had. Then switch it off if it has no add to cart, or if its cost per add to cart since launch is above A$33, your break-even (ex GST) on what your ads sell, the Stonewashed linen sheet set: past that, each add to cart loses money after the ads. Leave everything else alone. Count click-through adds to cart only: in Ads Manager, Columns > Compare attribution settings > 7-day click, and judge each ad on that column; an add to cart from someone who only saw the ad doesn't keep it on. These stop figures are per add to cart, for the ad set your plan builds. An ad set that optimises for purchases uses the same rule per purchase: judge an ad once it has run for at least 7 days and spent A$240, and switch it off with no purchase on the 7-day click column (Columns > Compare attribution settings), or if its cost per purchase on that column is above A$112 ex GST, your break-even per purchase on what your ads sell, the Stonewashed linen sheet set. Your per-add-to-cart figures assume about 3 in 10 adds to cart become a purchase (our assumption: replace it with your own purchases ÷ adds to cart from Shopify, once you have 10 or more adds to cart and some sales), so an add to cart is worth about A$33 ex GST to you at break-even on what your ads sell, the Stonewashed linen sheet set.

- **Scale:** Raise the daily budget by 20%, to A$39 (about A$1,185 a month), only when all five of these hold for the last 7 days added together: 1. At least 3 more new-customer orders than a normal week in those 7 days (about 6 a week, estimated from your 20% repeat rate until your own weekly count from section 3.4 replaces it, so at least 9), in Shopify's own orders, Australian orders only. 2. Meta's cost per purchase on the 7-day click column (Columns > Compare attribution settings), at or below A$89 ex GST, your target on what your ads sell, the A$229 Stonewashed linen sheet set. 3. Shopify's own sales incl. GST, after refunds, Australian orders only (filter by shipping country), at or above your A$1,400 weekly baseline, so the ads aren't just taking credit for sales you already had. 4. The campaign spent its full daily budget on at least 6 of the 7 days. 5. Stock and packing for at least 14 days of orders at the higher rate. Then wait until the 4 weeks after this raise have been judged (section 7) before any further raise. Your ceiling is A$39 a day, your A$1,200 a month: no raise past it unless you choose to spend more. No raises in sale weeks. No raises from Mon 23 Nov 2026 to Sun 3 Jan 2027: Black Friday week, the sales and December's gift buying aren't normal weeks (section 8). Your scale rule starts again on Mon 4 Jan 2027.
- **No sale yet:** If the campaign spends A$336 after your last site fix without a single purchase, pause it and work through section 11, "Spending, but no sales", before you spend more.
- **Dated ads:** Your spring ad ends on Mon 30 Nov 2026. Its replacements are section 8's Christmas ads: by Tue 24 Nov, have them ready (images and copy, not drafts in your live ad set), and on the evening of Mon 30 Nov, switch it off, build the Christmas ads and publish them in the same publish.
- **Placements:** check Audience Network's share of spend by day 3, then every week (section 7).

Most likely holding you back

1. 2.3 You're paying for clicks and likes, not sales
2. 2.2 Your budget is split across too many ad sets
3. 2.5 Meta is claiming sales you'd have got anyway

Your first week

Before anything else: what's running now. Switch your current campaign off on Sat 24 Oct 2026: it runs boosted posts, which Meta shows to people likely to click or react, not to buy or book. Publish this plan's campaign the same day. Carry over your best 1–2 ads using their existing posts, and switch the old campaign off in the same publish.

1. **Do the setup** in section 3. Start with the check of what you already have (section 3.2), and fix every miss.
2. **Check your tracking with Test events** (section 3.6), up to add to cart. Then check the cart once inside Instagram's own browser, where most ad clicks open: send yourself a product page link in an Instagram message, open it there, tap Add to cart once and open your cart, then stop. Never a test checkout or a test purchase on your live pixel: your first real orders confirm checkout and Purchase.

3. **Check your live ads for product browsing and enhancements** (cause 2.6). Open **Advanced preview** on each live ad. Where product browsing, catalogue add-ons or any enhancement that changes your words or image (text improvements, text overlays, enhance CTA) show, duplicate that ad without recommendations, using its existing post so its likes and comments carry over, and switch all of them off in the copy. Publish the copy and switch the original off in the same publish, the one that adds this plan's first new ads, so the ad set never runs without that ad (a single ad has no start time of its own: it goes live once approved).
4. **Tell Meta who your existing customers are** (cause 2.5): in your ad account's **Advertising settings**, set your audience segments now, with your customer list as existing customers. It changes no ad set. Each week, read **Breakdown > By demographics > Audience segments** beside Shopify's new-customer orders. If your account doesn't offer segments yet (Meta is still rolling them out), note it and rely on your tagged orders.
5. **Build your campaign** (section 4) to start at 12:00 am Sat 24 Oct 2026, the day the old one goes off ("Before anything else", above).
6. **Leave it alone for 7 days.** Then do your first 30-minute week (section 7).

Start with the biggest blocker: you're paying for clicks and likes, not sales. Stop paying for boosts and clicks, and build your one campaign to optimise for Add to cart, as section 4.2 explains, then hold it steady for 7 days.

2. What's holding your Meta ads back

Meta's ad system is an AI. It decides who sees your ad by watching who does the thing you told it to optimise for, then finding more people like them.

When store ads "don't work", the AI is usually doing its job with bad inputs: too little data, the wrong signal, a pixel that miscounts, or a sale that can't make money. Sometimes it's simply taking credit for sales you'd have made anyway.

Before you take anyone's advice, including an AI's: Meta makes its money when you spend yours. The recommendations in Ads Manager, the **Opportunity score** (0–100) that rises when you apply them, and most of the default settings are built to get more ads running and more budget spent. Meta itself says a high score doesn't mean better results. Ask an AI chatbot how to run Meta ads and you mostly get Meta's own advice back, repeated from its help pages and the blogs built on them. Some of that advice is good. It just isn't measured against your margin. This plan is.

These are the twelve causes we check first. The ones your answers point to are marked.

You said you "can't tell which ads, if any, are paying for themselves", and that's the right question to ask of any ad spend. From your answers, two things stand out: you're paying for clicks and likes, not sales, and your budget is split across too many ad sets. Both have clear fixes below, and section 7 gives you a weekly way to check whether the ads pay their way.

Likely, from your answers

2.3 You're paying for clicks and likes, not sales

Applies to you: Likely, from your answers

From your answers: You boost posts.

What's happening. Meta gives you what you ask for. Boosted posts optimise for things like profile visits, website visits or messages (Meta Business Help Center, "Boost an Instagram post"). The Traffic and Engagement objectives work the same way. Meta finds people who tap. Tappers and buyers are different people.

How to spot it.

- Your Results column counts link clicks, landing page views or engagements.
- Cheap clicks, flat sales.
- Your ads came from the Boost button, not Ads Manager.

The fix.

1. **Build a Sales campaign in Ads Manager**, with the website as the conversion location and the event from section 4.2.
2. **Switch off the old boosts** once the new campaign is live.
3. **Keep posting for free.** Just stop paying for taps.

2.2 Your budget is split across too many ad sets

Applies to you: Likely, from your answers

From your answers: You run 2–3 ad sets.

What's happening. Every ad set learns on its own. Four ad sets on one budget means four learners, each with a quarter of the data. One ad set per age group, interest or product is a common chatbot-built setup. On a small budget, none of them ever learns.

How to spot it. Count your active ad sets. Your budget supports **1**. Usually one takes most of the spend while the others starve.

> **“ From a client's account**
> A client's Australian online store consolidated several ad sets into one, with ad spend going from A$6,540 to A$6,840. Purchases rose from 131 to 205, or from 30.57 to 47.83 a week on average, and cost per purchase fell from A$49.92 to A$33.37. Attributed revenue went from A$15,982 to A$26,035, and ROAS from 2.44x to 3.81x. That's what happened alongside the change, not proof the change caused it, and one ad set isn't a rule for campaigns that serve different markets or goals.

For you: you run 2–3 ad sets on about 12 adds to cart a week, so each gets about 4–6, far under the about 50 a week each needs to finish learning.

The fix.

1. **Build one new ad set** with your best 3–4 ads, using the settings in section 4.3.
2. **Switch the old ad sets off in the same publish.** Don't edit them into shape.
3. **Test new creative inside the ad set**, not by adding ad sets.

2.5 Meta is claiming sales you'd have got anyway

Applies to you: Likely, from your answers

From your answers: Meta counts 8 of your 33 orders (24%), and you said "...I can't tell which ads, if any, are paying for...".

What's happening. Broad and Advantage+ campaigns can show ads to your existing customers, your email subscribers and people already on their way to buy. When they buy, Meta counts the sale if they bought within 7 days of clicking an ad, or within 1 day of viewing or engaging with one (Meta's default attribution setting: 7-day click, 1-day view, 1-day engage-through). Retargeting is the strongest case: many cart abandoners come back on their own.

So Meta's ROAS climbs and your bank balance doesn't. That's why this plan judges your ads on **lift**: your store's sales above its normal weekly baseline ÷ your ad spend, from Shopify. MER (all store sales ÷ all ad spend) stays a record, never a pass mark: it counts the sales you'd make without ads.

How to spot it.

- Meta's ROAS looks great, but store revenue has barely moved since ads started.

- Most orders in ad weeks come from returning customers.
- Retargeting has the best ROAS in the account and keeps getting more budget.

> **“ From a client's account**
> A client's Australian online store looked beyond Meta's reported ROAS. Returning buyers' share of its prospecting purchases fell from 64% to 31%, and first-time customers rose from 193 to 269. Meta's reported ROAS fell from 4.93x to 4.09x on Meta spend of A$9,360, then A$9,540. Over the same periods, whole-store revenue went from A$59,000 to A$65,940 and blended MER from 3.51x to 3.93x, on total paid-media spend unchanged at A$16,800. The gap doesn't show Meta was wrong: ROAS and MER measure different things. This is what happened alongside the change, not proof of cause.

For you: judge your ads on lift from Shopify: whether sales, Australian orders only (filter by shipping country), hold at A$1,400 a week at today's spend and rise at least 2.1x any extra spend, over 4 weeks, and on new-customer orders. MER (6.1x now) is a record, not a target.

The fix.

1. **Judge on lift over your baseline** (section 7). Use Meta's ROAS only to compare ads with each other.
2. **Exclude past buyers from prospecting** (section 6.4).
3. **Keep retargeting to a small share of spend or less.**
4. **Reach existing customers with email first.** It costs almost nothing.

Worth checking

2.1 Your budget can't feed the event you're optimising for

Applies to you: Worth checking

What's happening. Meta learns from the one event you choose. It flags an ad set "Learning limited" when it's unlikely to get about 50 of those events in the week after its last significant edit (Meta Business Help Center, "About the learning phase"). Purchases are the rarest event in your store. At your budget there are too few for Meta to learn from, and the step before them, add to cart, comes to about 12 adds to cart a week.

With almost no purchases to learn from, Meta can't tell a buyer from a browser. It drifts toward whoever is cheapest to reach, often people who tap and leave. It looks like "the AI isn't working". It's working on almost no data.

How to spot it.

- The Delivery column says "Learning limited", or "Learning" for weeks.
- Results shows a dash, or one or two purchases a week.
- Most of your spend goes to an age group or placement that doesn't buy from you.

The fix.

1. **Choose your optimisation event on purpose** (section 4.2). Two numbers decide it. **About 50 a week per ad set** is what Meta needs to finish learning, so keep to one ad set until it gets there. **About 10 purchases a week** is our floor for switching to purchase optimisation (or about 50 a month that Meta already records for you). Below it, optimise for add to cart, which happens several times more often: for you that's about 12 a week (section 4.2).
2. **Run one ad set** (cause 2.2).
3. **Hold everything steady for 7 days.**
4. **Move up to Purchase in a new ad set** once purchases reach about 10 a week (section 4.2).

> **From our own accounts**
> A new Australian jewellery brand spent about A$1,300 optimising for purchases with no purchase history. Meta received zero purchase events to learn from, and delivery drifted to people aged 45+ in the Facebook feed.

2.4 Meta can't see your sales properly

Applies to you: Worth checking

What's happening. The pixel and Conversions API tell Meta what shoppers do in your store. Three things go wrong:

- **Missing.** No pixel, Purchase never fires, or the Conversions API is off, so ad blockers and privacy settings hide part of your sales.
- **Doubled.** The pixel is installed twice, say by your platform's Meta app plus code in your theme. One sale counts as two. Pixel and Conversions API can both send a purchase only when they share an event ID, which is how Meta removes the copy (Meta for Developers, "Deduplicate pixel and server events").
- **Polluted.** Test purchases, staff orders and your own add-to-carts land in your live data. Events sent with a test code still flow into Events Manager and are used for targeting and measurement (Meta for Developers, "Using the Conversions API"). On a new store, your team can be most of what Meta learns from, so it looks for more people like them.

How to spot it.

- Compare purchases in Events Manager with orders in Shopify for the same 7 days. Meta higher means doubled. Meta far lower means missing. A small gap is normal.
- Meta Ads Data Advisor (formerly Meta Pixel Helper) shows two pixels on your site.
- Add-to-cart spikes line up with days your team was testing.

The fix.

1. **One connection only:** your platform's official Meta integration, with the Conversions API on (section 3.3).
2. **Remove pixel code from your theme** and any other app sending to the same pixel.
3. **Test with Test events, then confirm Purchase on your first real order** (section 3.6).
4. **Exclude your team** (section 6.4).

An old pixel or app showing as disconnected sends nothing. Leave it. Only an active duplicate double-counts.

> **From our own accounts**
> In a new Australian online store's first weeks, the only add-to-cart and checkout events were the team's own testing.

2.6 Meta's AI is changing your ads

Applies to you: Worth checking

What's happening. Advantage+ creative lets Meta change your ad automatically: brightness, crops, templates, overlays, music, and where your text appears (Meta Business Help Center, "About Creative Enhancements"). Stores get extras that pull in your catalogue: product cards on your image, a single image turned into a catalogue carousel, and links to other pages on your site.

From 28 October 2026, Meta is adding **in-app product browsing** to existing ads, so shoppers browse your products inside Facebook or Instagram (Meta's notice to advertisers, reported by PPC Land, 15 Oct 2026). It can be switched off per ad in the Advantage+ creative and destination settings.

Why it matters: a cropped catalogue packshot can replace the image you chose, and in-app browsing skips your website, where your free-shipping offer, product details and returns policy live.

How to spot it. Open each ad's **Advanced preview** and look for carousel or collection versions you didn't make. Then find the ad on your phone in the real feed. A correct-looking editor isn't proof.

The fix. On every **new** ad:

1. **Switch off every enhancement that changes your image, video or words.** Music off unless you chose it.
2. **Switch off catalogue add-ons** on single-image and video ads: **Show products** (under Format display options) and the **Add product tags** enhancement. To stop Meta adding offers it finds on your site, turn off **Detected offers** in Commerce Manager.
3. **Switch product browsing off:** in the ad's Enhancements section, turn off **Add product browsing** (also check the Advantage+ creative tab in Advanced preview).
4. **Check Advanced preview again** before you publish.

Don't edit live ads to do this. Apply it to your next new ads (cause 2.11). For live ads that already show product browsing, your first week replaces them all in one publish, with this plan's first new ads (section 1).

> **From our own accounts**
> A new Australian jewellery brand's single-image ads were being shown as roughly 40-card catalogue carousels. About A$59 and 1,600 impressions went out before it was caught.

2.7 Your catalogue isn't connected, or your feed has errors

Applies to you: Worth checking

What's happening. Your catalogue is Meta's copy of your products. Catalogue ads (Meta calls them Advantage+ catalog ads) need it to show each shopper the products they looked at (Meta Business Help Center, "About Facebook Advantage+ catalog ads"). A broken feed means missing products, wrong prices or images, and ads pointing at things you can't sell.

How to spot it. In **Commerce Manager**, open your catalogue. Does the item count roughly match your live products? Does the **Issues** tab show errors (Meta Business Help Center, "How to use the Issues tab in your catalog")? Are prices in AUD?

The fix.

1. **Connect the catalogue through your platform's official integration** (section 3.3).
2. **Fix errors in your store, not in Commerce Manager.** The next sync overwrites anything you change there.
3. **Re-check after any big product change** (section 3.5).

2.8 Meta's AI doesn't have enough creative to work with

Applies to you: Worth checking

What's happening. Meta finds buyers partly by testing your different ads on different people. One or two ads give it nothing to choose between. The same people see the same image, stop noticing it, and your cost climbs.

Variety means different **angles**, not one photo with three captions: the product alone, in a real room, the material up close, in use, a customer's own photo, the offer. And don't assume video wins. Shoppers study a good still, especially products they inspect closely. Run stills and video as separate ads in the same ad set, and judge each one by your stop rule (section 7).

How to spot it.

- Fewer than 3 active ads, or every ad is the same format.
- Frequency rising, click-through rate falling, cost climbing together.

The fix. Run 3–4 ads per ad set, with at least 3 different angles. Every second week, make 2 new ads from the shot list in section 5 and keep them ready (section 7 sets the time aside): one goes in each time your stop rule switches one off, and if none has been switched off for 4 weeks, one goes in for the oldest, in the same publish. Keep your winners running.

> **From our own accounts**
> An Australian jewellery brand's video-only ad set spent about A$133 in 7 days for no add-to-carts.

2.9 You're selling below break-even

Applies to you: Worth checking

What's happening. Ads can't fix the maths. Each sale your ads bring in earns you A$112 before ads, on what your ads sell, the A$229 Stonewashed linen sheet set. Through Meta, each purchase Meta counts is expected to cost A$45–A$75. Your cost per new customer from Meta is your Meta spend ÷ the new-customer orders in Shopify with utm_medium=paid and utm_source meta or facebook, or, while some of your live ads' links carry no tags, all the new-customer orders Shopify shows as coming from Facebook or Instagram. Those first orders are any basket, so compare it with A$88, the break-even on your A$185 average order: above it, every extra first order loses money, and better targeting won't change that. Repeat orders can bring a new customer up to about A$97, but treat that as a ceiling, not a target. If most first orders are the Stonewashed linen sheet set, it's A$121, and its break-even is A$112.

How to spot it. Work out your cost per new customer for the last 30 days (Meta spend ÷ the new-customer orders in Shopify with utm_medium=paid and utm_source meta or facebook, or, while some of your live ads' links carry no tags, all the new-customer orders Shopify shows as coming from Facebook or Instagram) and compare it with A$88 on your A$185 average order (A$112 when most of those orders are the Stonewashed linen sheet set), and check whether you only get sales when you discount.

> **“ From a client's account**
>
> A client's Australian online store improved its offer before increasing spend: Meta spend stayed at A$5,660 and total paid spend at A$7,330. Average order value rose from A$85 to A$104 and purchases from 156 to 182, while cost per purchase fell from A$36.28 to A$31.10. Attributed revenue went from A$13,260 to A$18,928, ROAS from 2.34x to 3.34x, whole-store revenue from A$28,220 to A$35,680 and MER from 3.85x to 4.87x. That's what happened alongside the new offer, not proof it caused it, and revenue isn't profit: check what the offer costs you in margin.

For you: your break-even is A$112 per purchase on what your ads sell, the A$229 Stonewashed linen sheet set, and A$88 on your A$185 average order. Work out any bundle or threshold at its new margin before you raise spend.

The fix. Change the offer before you raise spend:

1. **Lift the order value.** Bundles or sets, or a free-shipping threshold a little above your average order (A$185; yours is A$150). Sheet set at A$229 clears your A$150 free-shipping line, so its ads can say free shipping.
2. **Lead with the product that keeps the most per first order, in dollars,** not the one with the highest margin %: a high-margin piece at a low price can keep less than a sale costs (section 4.4).
3. **Cut what each order costs you**: shipping, packaging, payment fees.
4. **Test a higher price.** A small rise can do more than better ads.
5. **Don't discount your way out.** At thin margins, a sale can push every order below break-even. Sale claims have legal rules (section 10).

2.10 Your product pages, cart and checkout lose the sale

Applies to you: Worth checking

What's happening. Meta's job ends at the click. Your store closes the sale: the product page, then the cart and checkout. Slow pages lose people before they load. Weak pages lose them after: no shipping cost or delivery time, no returns policy, few photos, no reviews, no contact details, or a business name that doesn't match across your terms and contact page. The cart and checkout lose people who had already chosen: a shipping cost they first see at checkout, a slow cart or checkout, or no way to pay that they trust.

How to spot it.

- In Ads Manager, compare **link clicks** with **landing page views**. A big gap means a slow page or accidental taps.
- In Shopify's reports, compare sessions that added to cart with sessions that reached checkout. A big drop means the cart or checkout loses them.
- Your cart check in your first week (section 1) shows whether the cart works inside Instagram's browser, where most ad clicks open. Stop at the cart: never a test checkout or a test purchase on your live pixel.
- Our check of your site: your Stonewashed linen sheet set page, the one your ads link to: it took 3.4 seconds to show its main image on a phone (Google rates 2.5 seconds or less as good); its price, shipping and returns information were on the page.

The fix.

1. **Do the fixes in section 9.**
2. **Link each ad to the product it shows**, never your homepage.
3. **Show your usual delivery times by zone near Add to cart.** Your price, shipping, returns and dispatch time already show on your page.
4. **Keep pages light:** compressed images, and no video loading before your products.
5. **Keep the cart and checkout quick:** guest checkout on, and the ways to pay you already offer shown in the cart.

2.12 You're taking Meta's recommendations on trust

Applies to you: Worth checking

What's happening. Ads Manager shows recommendations and an opportunity score (0 to 100, in Account overview and above the Campaigns table) that goes up as you apply them (Meta Business Help Center, "About opportunity score"). The score tracks how many of Meta's suggestions you've adopted, not whether your ads make you money: Meta says it doesn't measure performance. Recommendations can also be set to apply themselves (auto-apply, in Account overview), so changes can land in your account without you choosing them. Typical suggestions: raise your budget, broaden your audience, add placements, switch on more Advantage+ features. Any of them can be right for you. All of them mean more spend, or more of your decisions handed to Meta, and some feed the problem in cause 2.5: credit for sales you'd have made anyway.

The same advice reaches you second-hand. AI chatbots and most "how to run Facebook ads" content repeat Meta's guidance, so following an AI's setup steps usually means following Meta's recommendations without seeing the score.

How to spot it.

- You've accepted recommendations to lift the score.
- Your spend grew after a recommendation, but your store's revenue (your MER) didn't move.
- Your campaigns were set up by following an AI chatbot's steps.
- Auto-apply is on in Account overview.

> **“ From a client's account**
> A client's Australian online store acted on recommendations that raised Meta spend from A$7,560 to A$11,340, and total paid-media spend from A$9,450 to A$13,230. Purchases rose from 186 to 221, but cost per purchase climbed from A$40.65 to A$51.31, Meta-attributed ROAS fell from 3.27x to 2.59x and blended MER from 5.22x to 3.87x, while whole-store revenue moved only from A$49,320 to A$51,150. After a reset to A$8,190 of Meta spend (A$10,080 of total paid-media spend), it recorded 213 purchases at A$38.45 each, ROAS of 3.46x, and MER of 5.23x on A$52,740 of store revenue. Read the three periods together: they show what moved alongside each change, not which change caused it.

For you: judge every change on lift, not on the score: sales holding at about A$1,400 a week, and rising at least A$88 a week for your first raise, from A$33 to A$39 a day, which adds A$42 a week of spend (section 7).

The fix.

1. **Test every recommendation against one question:** will this lower my cost per sale or lift my store's sales above its baseline? If you can't say yes, skip it.
2. **Accept one at a time,** then give it 7 days (cause 2.11).
3. **Ignore the score.** Judge on your store's own sales, using the scorecard in section 7.
4. **Turn off auto-apply.** In Account overview, check no recommendations are set to apply automatically.

Unlikely, from your answers

2.11 You keep changing things, so Meta keeps starting over

Applies to you: Unlikely, from your answers

What's happening. Pausing an ad set or changing its optimisation event, audience or creative is a significant edit. Big budget changes can be too (Meta Business Help Center, "Last significant edit"). Edited ads can also go back through review. Tweak a headline on a live ad and you can lose the momentum you just found.

How you start matters too. A new ad set on a daily budget that starts at 7pm tries to spend the whole day's budget in the hours left.

How to spot it.

- Your ad sets almost always say "Learning".
- Ads go "In review" after small fixes.
- Day-one spend is bunched into a few hours.

The fix.

1. **Never edit a live ad that's working.** Make the change as a new ad and leave the winner alone.
2. **Batch changes** into one publish a week, during your 30-minute week.
3. **Start new ad sets at 12:00 am.**
4. **Give every change 7 days** before you judge it.

3. One-off setup (2–3 hours)

Do this once, properly, and most "Meta can't see my sales" problems never start.

3.1 Have these ready

- Admin access to your business portfolio, your ad account, your Facebook Page and your Instagram
- Owner or admin access to your website (Shopify)
- 2–3 hours, and Ads Manager open beside this plan

3.2 Check what you already have

You already run ads, so this isn't a fresh start: your pixel's history, audiences and best posts are worth keeping. Check each item and fix what's missing before you build.

1. **Don't create a new ad account.** Your pixel's history, custom audiences and past results stay with the one you have. Check its time zone is (GMT+11:00) Australia/Melbourne and its currency AUD. Changing the time zone closes the ad account and opens a new one (Meta Business Help Center), so change it only if it's wrong.
2. **Ownership and access.** The business portfolio has at least two admins, two-factor authentication is on for everyone, and anyone else running your ads has access as a partner (Settings → Partners), not through your login.
3. **Pixel and dataset health.** In Events Manager, open your pixel and check the last 7 days: PageView, ViewContent, AddToCart, InitiateCheckout and Purchase, with purchases roughly matching your orders in Shopify for the same 7 days, not higher. Only one connection sends to it, your platform's official integration (section 3.3), and the Conversions API is on.
4. **Live campaigns, boosts included.** Filter Ads Manager to active, and check boosted posts on your Page and Instagram. Switch your current campaign off on Sat 24 Oct 2026: it runs boosted posts, which Meta shows to people likely to click or react, not to buy or book. Publish this plan's campaign the same day. Carry over your best 1–2 ads using their existing posts, and switch the old campaign off in the same publish.
5. **How to carry an ad over:** when you build the new ad, choose **Use existing post**, then **Select post**, and pick the old ad's post, so its likes and comments come with it. Choose the ads with the best results in your own records, not Meta's count alone, and only a post whose text names the offer your new ads carry.
6. **Why the old campaign goes off in the same publish:** your budget never runs twice, and you never edit the old campaign into shape, which would start its learning again.
7. **Exclusions.** The custom audiences this plan excludes (section 6), such as your customer list and your team, exist and are up to date.
8. **Verified advertiser.** If Meta has asked for it, your verified advertiser and payer for Australia are set in Advertising settings, and you're happy with the name shown publicly with your ads (section 3.7).
9. **Audience segments.** In the same Advertising settings, your customer list is set as existing customers, so reports split new from existing customers (section 1, your first week). It changes no ad set. If your account doesn't offer segments yet, note it.

3.3 Connect your store: pixel, Conversions API and catalogue

The **pixel** tells Meta what shoppers do in your store: view, add to cart, check out, buy. The **Conversions API** sends the same events from your platform's servers, so Meta misses fewer when browsers block tracking. The **catalogue** is Meta's copy of your products.

Your platform's official Meta integration does all three. Use it, and only it. A second pixel installed another way doubles your sales in Meta's reports (cause 2.4).

Shopify

Meta's official channel is **Facebook & Instagram** by Meta. Shopify's help calls it "Facebook and Instagram by Meta".

1. In Shopify admin, go to **Settings** → **Sales channels** → **Shopify App Store**, search "Facebook", and add the channel by Meta. Then **Start set up** → **Connect account** (Shopify Help Center, "Setting up Facebook and Instagram by Meta").
2. **Connect your business portfolio, Page, Instagram, ad account and pixel.** Already have a pixel with history? Click **Connect** on that one. Don't create a second.
3. **Data sharing: choose Maximum.** Go to **Sales channels** → **Facebook & Instagram** → **Settings** → **Data sharing settings**, turn on customer data sharing, then pick a level. Shopify offers three. Standard is the pixel only. Enhanced and Maximum add the Conversions API (Shopify Help Center, "Meta data sharing").
4. **Remove duplicates:** no Meta pixel code in your theme files (Online Store → Themes → Edit code), no custom pixel sending to Meta under Settings → Customer events, and no pixel ID entered in other apps.

Your catalogue

Shopify: the **Facebook and Instagram by Meta** sales channel syncs your products to one catalogue used for ads and shopping (Shopify Help Center, "Publishing products on Facebook and Instagram by Meta"). Products must be made available to that channel, on the product page or in the channel's bulk editor, to sync.

3.4 Write down your baseline

Your ads are already running, so keep them running and measure around them: your baseline includes them. Note from Shopify, for the last 6 weeks:

1. **Average weekly revenue**, after refunds, Australian orders only (filter by shipping country).
2. **Average weekly orders** for the same weeks, and how many came from new customers.
3. **Your ad spend** for the same weeks, on every channel that sells to Australia.
4. **The same 6 weeks last year**, or weeks before you started ads, if you have them: the closest you'll get to your sales without ads.

Section 7 judges each change against these numbers: sales should hold at today's spend, and rise by enough to pay for any raise. Your 6-week average replaces the A$1,400 a week from your answers

wherever this plan uses it. Your weekly new-customer orders (item 2) replace this plan's estimate of about 6 a week (from your 20% repeat rate) in the scale rule (section 7).

3.5 Check your catalogue

1. **Open Commerce Manager** and choose your catalogue from the Assets page.
2. **Item count:** roughly matches your live products. Missing products usually aren't made available to the Facebook and Instagram by Meta sales channel in Shopify.
3. **Issues tab:** fix each error in your store, then let it sync (Meta Business Help Center, "How to use the Issues tab in your catalog").
4. **Prices in AUD, sale prices correct**, images are your real product photos.
5. **Out of stock:** let your store mark items out of stock rather than deleting them. Out-of-stock items don't appear in ads (Meta for Developers, catalogue inventory guide).

3.6 Test before you spend

Meta doesn't keep test events out of your data. Events sent with a test code still flow into Events Manager and are used for targeting and measurement (Meta for Developers, "Using the Conversions API"). On a new pixel with few real results, a run of staff tests can be most of what Meta learns from, and it will go looking for more people like your staff. So test lightly, and if you've used a test code, remove it from your live set-up when you finish.

1. In **Events Manager**, open your pixel → **Test events**, enter your website address and open it.
2. **View a product, tap Add to cart once and open your cart.** Watch PageView, ViewContent and AddToCart arrive. Then stop.
3. **Don't complete a test purchase on your live pixel.** Never start a test checkout either: confirm InitiateCheckout and Purchase on your first real order, in Events Manager's overview. Events show in Test events within about a minute, but can take 30 minutes or more to reach the overview (Meta Business Help Center, "Test events tool").
4. **Need to test again and again** (a developer working on your site)? Use a separate test pixel or a staging site, never the live one.
5. **New pixel looks empty?** Events Manager can lag, and its date range may leave out today. Wait a couple of hours.

3.7 Your verified advertiser for Australia

New ad sets that target Australia can be refused until you select a verified advertiser (whose goods or services the ad promotes) and payer (who pays for it). Meta asks this of some Australian advertisers, not all, and calls it advertiser verification (Meta Business Help Center, "About advertiser and payer transparency for ads"). Ads Manager shows an "Advertiser is missing" error when it's not set. The names you choose can be shown publicly with your ads.

You set a default advertiser and payer for Australia in **Advertising settings**, and select them in each new ad set's **Ad transparency** section (same source).

1. **Start verification well before build day.** Meta usually reports a result within 2 business days, and if verification is required, ads can't publish until it's done (Meta Business Help Center, "About advertiser verification for ads transparency").

2. **Choose the name on purpose.** It's public and it stays on the record. If your company also runs other businesses, the name you pick links them publicly. Use the entity that actually owns this store.
3. **Select it on every new ad set** (section 4.3, step 9).

4. Your campaigns

4.1 Nine rules for every build

1. **Build in Ads Manager**, not with the Boost button.
2. **Name things so you can find them:** Merrowbank Linen | Sales | Sheet set | Oct 2026.
3. **Start new ad sets at 12:00 am** the next day.
4. **Select your verified advertiser** on every new ad set (section 3.7).
5. **Switch off Advantage+ creative enhancements** that change your images, video or words. Music off unless you chose it.
6. **Switch off catalogue add-ons and product browsing** on every new ad (cause 2.6), unless it's a catalogue ad on purpose.
7. **Re-check anything you duplicate.** If you duplicate "with recommendations", Meta applies its recommendations to the copy: structure, audience, creative enhancements, placements and bid or schedule settings (Meta Business Help Center, "About duplicating an ad campaign with recommendations"). Duplicate without recommendations, then check music, placements and enhancements before you publish.
8. **Publish with Review and publish** in Ads Manager. It lists every campaign, ad set and ad with unpublished edits, so you can publish them all together. Then check nothing is still highlighted green as a draft.
9. **Then leave it alone for 7 days.**

4.2 Your optimisation event: a decision, not a default

Meta optimises for one event: ideally the most valuable one your budget can buy often enough for Meta to learn from. For an online store that's a real choice, so here it is in full.

Your numbers: about 3.8 purchases a week, or about 12 adds to cart, at A$231 a week now (A$273 a week at your full budget). Meta records 8 purchases a month for you now.

Option A: Purchase.

- **Gain:** Meta looks for buyers, not browsers. That's what you want in the end.
- **Cost:** Meta needs about 50 a week per ad set to finish learning. Below about 10 purchases a week, our floor for this option, the ad set may never leave learning: Meta has almost nothing to learn from and can drift to cheap, low-quality clicks (cause 2.1).

Option B: Add to cart.

- **Gain:** several times more events, so Meta learns sooner.
- **Cost:** add-to-carters are lower-quality shoppers. Some never buy. And if your budget buys fewer than about 10 adds to cart a week, this starves too.

Our recommendation for you: Add to cart. Your budget can't yet buy enough purchases for Meta to learn from, but it can buy enough adds to cart. Split across your 2–3 ad sets, each would get about 6.4, which is why this plan uses one (cause 2.2).

Whichever you choose:

1. **Find new customers with one ad set** until each ad set can get about 50 of your event a week, Meta's learning number (cause 2.2).
2. **Do the day-14 check.** On Purchase with fewer than 5 purchases after 14 days, build a new ad set on Add to cart. On Add to cart, move up to Purchase in a new ad set once purchases reach about 10 a week. Changing the event on a live ad set restarts learning, so always make a new ad set.
3. **Judge on store sales either way.** Section 7.

4.3 The build, step by step (every tier)

Campaign

1. In Ads Manager, click **Create** and choose **Sales**.
2. **It may show as Advantage+ sales. That's expected.** Meta now builds Sales campaigns in one flow, and counts a campaign as Advantage+ sales while Advantage+ campaign budget, audience and placements are all on. This plan keeps all three on (steps 5, 10 and 11). Location, minimum age, language and excluded custom audiences are hard limits; an age range is only a suggestion (section 6). If your account still offers a separate Advantage+ or manual set-up, either works with the settings below.
3. **Name the campaign** Merrowbank Linen | Sales | Sheet set | Oct 2026.
4. **Catalogue:** leave it off for this campaign. Your plan doesn't use catalogue ads yet (section 4.5).
5. **Budget: Advantage+ campaign budget** on, **A$33 a day**. You spend about A$1,000 a month now, so start at that, A$33 a day. Your scale rule (section 7) earns each step up, to at most A$39 a day (A$1,200 a month).
6. **Bid strategy:** leave it on **Highest volume**, Meta's default when you set no cost or bid control (**Highest value** if you optimise for purchase value). Don't set a bid cap, cost per result goal or ROAS goal.

Ad set

7. **Conversion location: Website.** Choose your pixel and the event **Add to cart**.
8. **Schedule:** start tomorrow at **12:00 am**. No end date on the ad set: only your dated ads stop, and you switch those off yourself. Your spring ad ends with the season on Mon 30 Nov 2026: have its replacement ready and swap it that evening (section 1, "Dated ads").
9. **Verified advertiser:** select your verified advertiser (the business the ad promotes) and payer (section 3.7).
10. **Audience:** location (Australia only: your copy carries A$ prices), age and Advantage+ audience as set out in section 6, with the exclusions in 6.4.
11. **Placements: Advantage+ placements.** Your pixel has already recorded adds to cart, the result your ads optimise for, so Meta can look for more of them wherever it shows your ad. Read the placement breakdown by day 3 and check Audience Network's share of spend (section 7).
12. **Attribution:** leave the attribution model on **Standard** with Meta's default windows, and note what they are so you compare like with like.

Ads (make 3, and add one only when your stop rule switches one off)

13. **Identity:** your Facebook Page and Instagram account.

14. **Format:** single image, video or a carousel you build yourself. Upload a 4:5 version for feeds and a 9:16 version for Stories and Reels, using the crop or replace option for each placement group when you add your media.
15. **Text:** primary texts 1 and 2 and the 3 headlines from section 5 go in every evergreen ad. Primary text 3 (the occasion) goes in its own ad with the same headlines, switched off on Mon 30 Nov 2026. Meta mixes and matches an ad's texts and headlines, so **every primary text must read correctly with every headline.**
16. **Call to action: Shop now**.
17. **Website URL:** the product page the ad shows. Under **Tracking**, paste this into **URL parameters**: `utm_source=meta&utm_medium=paid&utm_campaign={{campaign.name}}&utm_term={{adset.id}}&utm_content={{ad.name}}`. Meta adds it to the link and fills in each campaign's name, ad set ID and ad name, so the same parameters work in your live campaign, this plan's campaign and any dated Black Friday or Boxing Day ad set you add (Meta Business Help Center, "Add URL parameters to your Meta ads" and "Specifications for URL dynamic parameters").
18. **Advantage+ creative:** enhancements that change your image or words off, catalogue add-ons off, product browsing off, music off.
19. **Advanced preview:** check every placement and every variation. No carousel you didn't build, no crop that cuts off the product or price.
20. **Duplicate the ad for each new creative.** Repeat steps 15–19. Always re-check step 18.
21. **Click Review and publish.** Check nothing is left waiting as a draft.

4.4 Your structure

One campaign, one ad set, 3–4 ads. Build it exactly as in 4.3. Your Growth budget buys about 3.8 purchases a week, too few to split across campaigns, so it stays in one ad set until it gets about 50 adds to cart a week, and could still get that after a split (section 4.2).

Retargeting is folded in: Advantage+ audience already reaches people who've visited your store, so there's no separate retargeting ad set. Exclude past buyers: your customer list plus website purchasers from the last 180 days (section 6.4). **New ads:** start with 3, and add a new one only when your stop rule switches one off, so the ad set holds 3–4 ads (plus any dated ads in December).

What your ads lead with. Stonewashed linen sheet set at A$229 keeps A$112 an order after GST and costs, more than the A$45–A$75 a first sale is expected to cost (our starting estimate). It's the best seller you listed first, and nothing else scores 25% higher on margin per order × likely conversion.

4.5 Retargeting with your catalogue

Not yet. You run one campaign and one ad set (section 4.4). Advantage+ audience already shows it to people who've visited your store, so retargeting is folded in: no separate retargeting ad set and no catalogue ads yet. Keep this for when your budget supports a separate retargeting campaign.

4.6 Existing customers

Your email list reaches existing customers for almost nothing. Don't pay Meta to reach them and then hand it the credit.

1. **Exclude past buyers from prospecting:** your customer list plus website purchasers from the last 180 days (section 6.4).
2. **Tell Meta who your existing customers are** in your ad account's advertising settings (audience segments: engaged audience and existing customers), so reports can split new from existing customers under Breakdown > By demographics > Audience segments (Meta Business Help Center, "Use audience segments to enable breakdown reporting"). Meta is still rolling this out, so your account may not have it yet. It changes no ad set, so it's in your first week (section 1), not your next build.
3. **Advantage+ sales campaigns no longer offer a cap on spend to existing customers** (Meta for Developers, "Advantage+ Campaign Experience for Sales, App, and Leads"). To limit that spend, simply exclude past customers (step 1), so your one ad set stays one ad set.
4. **Check new-customer share monthly** in your store's reports. If most orders in ad weeks come from returning customers, your ads mostly reach people you already had.

> **“ From a client's account**
>
> A client's Australian beauty store shifted spend from past buyers to new customers. New-customer campaign spend went from A$3,240 to A$5,130 and first-time purchases from 74 to 129, with cost per first-time purchase falling from A$43.78 to A$39.77. Past-buyer campaign spend dropped from A$3,570 to A$2,110 and past-buyer purchases from 193 to 137, though that campaign's ROAS rose from 5.03x to 6.23x. Overall account ROAS slipped from 3.65x to 3.53x on total spend of A$6,810, then A$7,240, while first orders rose. That's what happened alongside the change, not proof of cause.

For you: judge prospecting on cost per first order from your Meta ads, your Meta spend ÷ the new-customer orders in Shopify with utm_medium=paid and utm_source meta or facebook, or, while some of your live ads' links carry no tags, all the new-customer orders Shopify shows as coming from Facebook or Instagram. Your first orders are any basket, so judge it against A$70, 80% of the A$88 break-even on your A$185 average order; use your A$89 target only if most of those first orders are the Stonewashed linen sheet set.

4.7 Running a sale

1. **Sale ads go in their own time-boxed ad set, made before the sale starts, never in your live ad set.** Build it in a campaign of its own with an ad set budget: inside your main campaign, Advantage+ campaign budget would share one daily budget between the two ad sets. One offer per ad set, and the sale's own start and end dates, so Meta switches it on and off for you. Its daily budget comes from the room your main campaign leaves under this month's A$1,200; section 8 works it out for your peak sales, and says plainly when a set would go on top. Never edit live ads to add "sale" text.
2. **Start it at 12:00 am on day one, and end it at 11:59 pm on the sale's last day.** The ad set's end date switches it off, so nothing needs remembering.

3. **Price the discount before you choose it.** What a single Stonewashed linen sheet set at A$229 keeps at each discount, after GST and costs, and what's left once the ads have paid for the sale, at about A$60 of ads a sale (a starting estimate, not yet your own figure: replace it with your own cost per purchase after the later of 4 weeks or 30 purchases). Discounts are priced on a single piece, never on top of a bundle: one offer per order. This plan looks for a discount that leaves at least 10% of the sale price after the ads, a margin of safety for the weeks when ad costs rise.

Discount	Price	The order keeps, before ads	Break-even ROAS (rounded up)	Left after the ads	Share of the price ex GST
10% off	A$206.10	A$92	2.3x	A$32	17%
15% off	A$194.65	A$81	2.4x	A$21	11%
20% off	A$183.20	A$71	2.6x	A$11	6%
25% off	A$171.75	A$61	2.8x	A$1	0%
30% off	A$160.30	A$51	3.2x	a loss of A$9	none

4. **The deepest discount that keeps at least 10% of the sale price ex GST after the ads: 15%** (A$21, 11%). 25% still leaves A$1 (0%), above break-even but under the 10% this plan looks for. Deeper than 25%, each sale the ads bring in loses money. Break-even ROAS here is on sales including GST; what the order keeps leaves GST out.
5. **"Was" prices must be genuine:** a price you actually charged, for a reasonable period before the sale (section 10). Never one you didn't charge.
6. **No budget raises in sale weeks.** Sale-week results aren't a normal week's, so your scale rule waits until the sale ends.
7. **Check catalogue sale prices** in Commerce Manager before launch.
8. **Black Friday, Christmas and Boxing Day:** section 8 has your dated ad sets, order-by dates and budget rules.

4.8 Your catalogue and product sets

Your plan doesn't use catalogue ads yet (section 4.5), so three things for now:

1. **Keep the catalogue tidy** in Commerce Manager. It syncs from your store, so fix anything in the Issues tab at the source (section 3.5).
2. **Build one product set** of the products your ads show (Stonewashed linen sheet set), ready for retargeting later.
3. **Product browsing off** on every new ad (cause 2.6).

5. Your ads

Your industry at a glance

How your customers decide

- Two questions: will it fit, and will it go with what I have? Dimensions, scale and true colour decide the sale.
- Small pieces are quicker buys and frequent gifts.
- Quality is judged by material: the linen's weight and finish, named plainly and shown up close.

What Meta does well: room inspiration that stops the scroll; carousels that show a whole look; reminders over the weeks a big purchase takes; gift peaks for small pieces.

What Meta does badly: surviving a delivery-cost surprise at checkout. If the ad says "free delivery", the cart has to agree.

Your type: Bedding and linen

Sub-type	What decides the sale	Offers that suit	Lead creative
Bedding and linen	Fabric, feel, colour, bed size	Set price, free swatches	Made bed in daylight; weave macro

Offers that work, and why

1. **Free delivery over a threshold** just above your average order (A$185; yours is A$150). Sheet set at A$229 clears your A$150 free-shipping line, so its ads can say free shipping.
2. **Bundles and sets:** a full bedding set, "complete the look".
3. **Free swatches or samples** (fabric, linen). They remove the fear of the wrong colour.
4. **Gift sets and gift boxes** for small pieces.
5. **Afterpay, which you already offer,** shown beside the price, in Afterpay's own wording.
6. **A trial period**, only if it's real, with clear terms on the page.

Your offer:

Free delivery on Australian orders over A$150, in every ad. Your threshold already sits below your A$185 average order and the sheet set clears it on its own, so the offer costs you nothing new and settles the delivery question before shoppers reach the cart.

Add-on: Afterpay, shown near the price in Afterpay's own wording.

Skip: "was" prices you never really charged (section 10: the biggest recent penalty here came from sale prices); permanent "sales"; "free delivery" with exceptions buried at checkout.

> **“ From a client's account**
>
> A client's Australian homewares store set a free-delivery threshold and kept ad spend flat at A$5,070. Average order value rose from A$99 to A$126 and purchases from 127 to 147, while cost per purchase fell from A$39.92 to A$34.49. Attributed revenue went from A$12,573 to A$18,522, and ROAS from 2.48x to 3.65x. That's what happened alongside the threshold, not proof it caused it, and free delivery has a cost: the subsidy comes out of your margin on every qualifying order.

For you: your average order is A$185 and your threshold A$150. Section 1's A$88 an order is already after the delivery you pay, so an order that ships free over your threshold costs you nothing beyond it.

Hook bank

Use only what's true for you this week.

1. "Housewarming gift, sorted."
2. "Free delivery over A$150."
3. "Stonewashed linen sheet set. Pre-washed for a soft, relaxed finish. A$229."
4. "The weave, up close."
5. "Every bed size, every colour." (only if you stock them all)
6. "Your bed, sorted for the season: Stonewashed linen sheet set, A$229."

Ad angles

The texture. "Stonewashed linen. Set: fitted sheet, flat sheet and two standard pillowcases. A$229." Creative: a macro of the linen weave, then the set folded in one of its six colourways.

The look. "[add the room]: Stonewashed linen sheet set + Linen quilt cover set + Linen pillowcase pair. Shop the look or one piece." Creative: a carousel, the styled room first, then each item.

The proof. "'[add a review from your product page, word for word]' — [add the reviewer's first name and initial], [add their state], with the reviewer's permission." Creative: the customer's own photo in their home, with permission. Quote only reviews from your product page, and note which one in your creative file.

Phone-shot list

Shoot 4:5 for feeds and 9:16 for Stories and Reels: daylight for the room, scale and texture shots, true to the colour and finish that arrives, in every colour or finish you sell.

Shot	Format
The product in a real room, daylight, clearly the hero	Photo

Shot	Format
Texture macro: the linen weave, up close	Photo
The bed being made up, then the set folded in each colour	Video, 8–10 s
Styled shelf, table or flat lay (small pieces)	Photo
Slow pan across the styled room	Video, 6–8 s
Unboxing: packaging and what arrives	Video, 8–10 s

- **Stills and video both work here.** Video suits movement: a slow room pan, a bed being made up. Stills suit scale and texture. Run them as separate ads in the same ad set, and judge each by your stop rule (section 7).

Your copy

Where a price in your ads reads "$[add your delivery cost]", put in what you charge for delivery on an order under A$150 before the ad runs, the same amount your product page shows (section 9). A price ad names its delivery charge (Australian Consumer Law), and section 8's dated copy does too.

Primary text 1 (the offer): A bed worth getting into. Our stonewashed linen sheet set is A$229: fitted sheet, flat sheet and two pillowcases. Free delivery on Australian orders over A$150, or pay in 4 with Afterpay.

Primary text 2 (the material up close): Stonewashed linen, pre-washed for a soft, relaxed finish. The sheet set comes in queen and king, in six colourways.

Primary text 3 (its own ad, until Mon 30 Nov 2026): Warmer nights are coming: swap the winter layers for the stonewashed linen sheet set. Make up the guest bed now, before the summer visitors arrive.

Headlines (3):

- Free AU delivery over A$150
- Stonewashed linen, in queen and king
- Dispatched within 2 business days

6. Your audiences

6.1 Where you advertise

1. **Target the country you ship to and sell in most.** Yours: Australia only for this ad set, since its copy and headlines carry A$ prices.
2. **Remove locations you don't ship to.**
3. **New Zealand:** add it later in its own ad set, with copy and headlines in the currency your New Zealand storefront shows, once it can pass the learning check on its own budget (cause 2.2). NZ shoppers need clear shipping costs and delivery times.

6.2 Advantage+ audience

Leave it on. It's Meta's AI choosing who sees your ad. Your job is to point it the right way, then let purchases steer it.

Controls are hard limits. Meta won't go past your location, minimum age, language and excluded custom audiences; an age range is only a suggestion. Meta describes exclusions as "strict criteria where AI should not expand beyond" (Meta, "Advantage+ audience").

Suggestions are a starting point. Age range, gender, interests and custom audiences you add are prioritised first, then Meta looks wider (same source).

Your suggestions:

- Bedding: the closest match to people shopping for sheets and quilt covers.
- Home décor: people who style their rooms and notice colour and texture.
- Interior design: people who care how a made bed looks in the room.
- Website visitors (last 180 days)
- Added to cart (last 30 days)

Spend drifting to the wrong people? Check **Breakdown** → **By delivery** → **Age** and **Placement**. If most spend still goes to an age group that rarely buys after 14 days, build a new ad set with **Switch to original audience options** and a hard age range. Don't edit the live one.

Detailed targeting exclusions such as "not people interested in X" no longer exist. Meta removed them in January 2025. Custom audience exclusions still work (Meta for Developers blog, 21 Jan 2025).

6.3 Custom audiences: build them in setup week

They fill up over time, so create them now.

1. **Customer list from Shopify.** Export customers who agreed to email marketing, with email, phone, first name, last name and postcode, and upload it under Audiences → Create audience → Custom audience → Customer list. Refresh monthly. Only upload people who agreed to hear from you. On Shopify: in Customers, filter to customers who accept email marketing, then Export and choose the customers matching your filters (Shopify Help Center, "Importing and exporting customers").
2. **Website visitors:** everyone in the last 180 days.
3. **Product viewers:** ViewContent, last 30 days.

4. **Added to cart, didn't buy:** AddToCart, last 30 days, excluding Purchase.
5. **Purchasers:** Purchase, last 180 days. You'll exclude these.
6. **Instagram and Facebook engagers:** last 365 days.

Scale tier only: a lookalike of your best customers works once the source audience has at least 100 people (Meta for Developers, "Lookalike audiences"). Use it as a suggestion, not a fence.

6.4 Exclusions

- **Past buyers, from your one campaign:** your customer list plus website purchasers from the last 180 days. Your campaign is there to find new customers; email handles repeat orders.
- **Your team:** upload staff emails and exclude them, so your ads don't reach them. That keeps them out of your audience, not out of your pixel: their visits and test carts still reach your data, so keep testing light (section 3.6).

Exclusions are hard limits, even with Advantage+ audience on.

6.5 Notes for your industry

Approved interest list (suggestions for Advantage+ audience; Meta has merged some interests, so use the closest option Ads Manager offers if one is missing): Interior design, Home décor, Home improvement, Home and garden, Bedding, Architecture, Online shopping.

- **Moving house drives demand,** but don't rely on life-event targeting: Meta has cut many detailed targeting options. New-home creative finds them anyway.

7. Your week

About 30 minutes a week to run your ads, plus an hour every second week making new ones. Online stores need more fresh creative than local businesses, so the creative hour is part of the plan.

Do the 30 minutes at the same time each week, ideally Monday or Tuesday morning, so it covers a full weekend of sales.

5 minutes: check the numbers

From Shopify, last 7 days:

1. **Store sales:** Shopify's own sales incl. GST, after refunds, Australian orders only (filter by shipping country), the figure your lift uses
2. **Orders**, how many were from new customers, and how many carry utm_medium=paid and utm_source meta or facebook in Shopify (or, while some of your live ads' links carry no tags, come from Facebook or Instagram), beside Meta's purchase count: the closest read of how many of Meta's purchases your ads brought in.

From Ads Manager, last 7 days, campaign level:

3. **Amount spent**
4. **Purchases** and **cost per purchase** on the 7-day click column (Columns > Compare attribution settings), against **A$89**, your target on what your ads sell, the A$229 Stonewashed linen sheet set

Then check your lift: your baseline (A$1,400 a week) already includes your ads, so check what each change adds. At today's spend, sales should hold at about that. After a raise, compare the 4 weeks after it with the 4 weeks before (leave sale weeks out): sales must be up at least 2.1x the extra spend, **A$88** a week for your first raise, from A$33 to A$39 a day, which adds A$42 a week of spend, or the raise loses money. MER (store sales ÷ ad spend) is a record, not a pass mark. Meta's numbers and your store's won't match. Use Meta to compare ads with each other. Use your store to decide whether the spend is worth it.

From 12 Nov 2026, Meta may count more purchases than before, on sites that qualify. Meta is adding "Measure conversions on customer devices", on by default in each pixel's settings, to credit purchases it couldn't see (Meta Business Help Center, "About measuring conversions on customer devices"; Meta's notice as reported by Stape, 22 Oct 2026). Trade reports say it only works where the pixel sits directly on the page and shoppers log in with an email or phone (PPC Land, 27 Oct; Relevant Audience, 28 Oct); Meta's page doesn't confirm those conditions yet, so many stores with guest checkout or a sandboxed pixel may see no change. To check yours: Events Manager > Data sources > your pixel > Settings, look for the setting, and note whether it's on and the date. Either way, your score stays Shopify orders and your lift.

10 minutes: stop and keep

At ad level:

- **Stop:** Judge an ad once it has run for at least 7 days and has spent A$72 since it launched (about 4 adds to cart at a typical A$18 each), however many clicks it has had. Then switch it off if it has no add to cart, or if its cost per add to cart since launch is above A$33, your break-even (ex GST) on what your ads sell, the Stonewashed linen sheet set: past that, each add to cart loses money after the ads. Leave everything else alone. Count click-through adds to cart only: in Ads Manager, Columns > Compare attribution settings > 7-day click, and judge each ad on that column; an add to cart from someone who only saw the ad doesn't keep it on.
- **Never switch off the last ad in an ad set.** Add a new one first, in the same publish.
- **Dated ads:** Your spring ad ends on Mon 30 Nov 2026. Its replacements are section 8's Christmas ads: by Tue 24 Nov, have them ready (images and copy, not drafts in your live ad set), and on the evening of Mon 30 Nov, switch it off, build the Christmas ads and publish them in the same publish.

These stop figures are per add to cart, for the ad set your plan builds. An ad set that optimises for purchases uses the same rule per purchase: judge an ad once it has run for at least 7 days and spent A$240, and switch it off with no purchase on the 7-day click column (Columns > Compare attribution settings), or if its cost per purchase on that column is above A$112 ex GST, your break-even per purchase on what your ads sell, the Stonewashed linen sheet set.

Placements: by day 3, then every week. In Ads Manager, open **Breakdown → By delivery → Placement** for the last 7 days.

- **Audience Network takes more than 10% of spend, or most link clicks with few landing page views?** Build a new ad set without it: duplicate the ad set without recommendations, untick only Audience Network, set it to start at 12:00 am, and publish it with the old ad set switched off in the same publish. Never edit the live ad set, and keep Stories and Reels.
- **Any other placement** is cut only on its own numbers, at a meaningful volume: once it has spent A$72 with no add to cart.

Meta finds the cheapest version of the result you asked for. On automatic placements that can be accidental taps inside other apps, so link clicks look healthy while visits and sales don't follow.

10 minutes: new ads

Start with 3 ads. Add a new ad from your creative hour only when you switch one off under the stop rule, in the same publish, so the ad set holds 3–4 ads: at A$231 a week, more ads than that never reach the spend the stop rule judges them on. If none has been switched off for 4 weeks, swap one new ad in for the oldest, in the same publish.

5 minutes: comments and messages

- **Reply to product questions** under your ads ("Does it come in…?", "How long is shipping?"). An unanswered question costs sales.
- **Hide spam and scam links.**
- **Note any complaint about delivery or quality.** Fix the cause, not the comment.

Your creative hour, every second week

Batch it. One hour makes the next fortnight's ads.

1. **10 minutes: pick** Stonewashed linen sheet set, the product your ads lead with (or another product that keeps more before ads than a sale costs you, section 1), plus one angle you haven't tried (section 5).
2. **30 minutes: shoot** 2–3 stills and 1 short video from the shot list, on your phone, in daylight. Frame for 4:5 and 9:16.
3. **15 minutes: write** 3 primary texts and 3 headlines from the hook bank. Check every pairing reads correctly.
4. **5 minutes: file** them by date and angle, so you know which angle won.

Your scorecard

Number	This week	Target	If it's off
Spend		A$231 at A$33 a day (A$273 once raised to A$39 a day)	Under? Section 11, no delivery
Store sales a week (Shopify)		About A$1,400 at A$33 a day	Section 11, ROAS great but revenue flat
Lift after a raise: extra sales ÷ extra spend		At least 2.1x (A$88 a week for your first raise), 4 weeks against the 4 before	Go back to the last budget that held
MER (store sales ÷ spend)		A record, not a pass mark	Section 11, spend but no sales
Cost per purchase (Meta, 7-day click)		A$89 on what your ads sell, the A$229 Stonewashed linen sheet set	Stop and keep rules
New-customer orders		Rising	Cause 2.5

Number	This week	Target	If it's off
Adds to cart (Meta), the event your ads optimise for		About 12 a week at A$231, your budget's own figure: under the 50 that finishes learning, so Learning limited is expected	Under 6 a week after 14 days? Check your AddToCart event (cause 2.4) and the product page (section 9).
Adds to cart ÷ product-page sessions (Shopify)		2% or more, over at least 200 sessions	Under? Fix the page, price or offer first (section 9)
Landing page views ÷ link clicks (Meta)		70% or more	Under? Placements (section 7) and page speed (section 9)
Frequency (7 days)		Under 3	3 or more? Swap your oldest ad for a new one from your creative hour, in the same publish, so your number of ads stays the same

Scale

Raise the daily budget by 20%, to A$39 (about A$1,185 a month), only when all five of these hold for the last 7 days added together: 1. At least 3 more new-customer orders than a normal week in those 7 days (about 6 a week, estimated from your 20% repeat rate until your own weekly count from section 3.4 replaces it, so at least 9), in Shopify's own orders, Australian orders only. 2. Meta's cost per purchase on the 7-day click column (Columns > Compare attribution settings), at or below A$89 ex GST, your target on what your ads sell, the A$229 Stonewashed linen sheet set. 3. Shopify's own sales incl. GST, after refunds, Australian orders only (filter by shipping country), at or above your A$1,400 weekly baseline, so the ads aren't just taking credit for sales you already had. 4. The campaign spent its full daily budget on at least 6 of the 7 days. 5. Stock and packing for at least 14 days of orders at the higher rate. Then wait until the 4 weeks after this raise have been judged (section 7) before any further raise. Your ceiling is A$39 a day, your A$1,200 a month: no raise past it unless you choose to spend more. No raises in sale weeks. No raises from Mon 23 Nov 2026 to Sun 3 Jan 2027: Black Friday week, the sales and December's gift buying aren't normal weeks (section 8). Your scale rule starts again on Mon 4 Jan 2027.

- **Small, slow steps:** a big budget jump can restart learning (Meta Business Help Center, "Last significant edit").

- **Judge each raise on 4 weeks, not one:** if store sales, Australian orders only (filter by shipping country), for the 4 weeks after it aren't up at least 2.1x the extra spend on the 4 weeks before (A$88 a week for your first raise, from A$33 to A$39 a day, which adds A$42 a week of spend; leave sale weeks out), or new-customer orders haven't risen, go back to the last budget that held: the extra spend isn't paying for itself.
- **No sale yet:** If the campaign spends A$336 after your last site fix without a single purchase, pause it and work through section 11, "Spending, but no sales", before you spend more.

Once a month

- **Update your expected cost per purchase from your store's own orders,** after the later of 4 weeks or 30 purchases, then monthly: your spend on ad sets that target Australia ÷ the Australian orders in Shopify with utm_medium=paid and utm_source meta or facebook, not Meta's count. While some of your live ads' links carry no tags, divide only the spend of the ads that carry them (filter Ads Manager to the ads you published from this plan) by those orders, or all your spend on ad sets that target Australia by all the Australian orders Shopify shows as coming from Facebook or Instagram. Recalculate your break-even and target only when your price, product cost, shipping, fees or returns change.
- **Refresh your customer list.**
- **Run the prompt in section 12** with your numbers and this month's update email.

8. Your next 90 days

Your dated ads: Your spring ad ends on Mon 30 Nov 2026. Its replacements are section 8's Christmas ads: by Tue 24 Nov, have them ready (images and copy, not drafts in your live ad set), and on the evening of Mon 30 Nov, switch it off, build the Christmas ads and publish them in the same publish.

Black Friday to Boxing Day: your peak plan

Black Friday is Fri 27 Nov, 35 days from this plan; Cyber Monday is Mon 30 Nov. Nothing below changes a live ad: every peak ad is new, dated and built ahead, with one real offer.

1. **Your current campaign isn't one to protect.** Switch your current campaign off on Sat 24 Oct 2026: it runs boosted posts, which Meta shows to people likely to click or react, not to buy or book. Publish this plan's campaign the same day. Carry over your best 1–2 ads using their existing posts, and switch the old campaign off in the same publish. If your No sale yet pause (section 7) stops the campaign before Mon 23 Nov 2026, build none of the dated ads or ad sets below, and restart paid ads only once you've worked through section 11.
2. **Finish section 3 by Mon 9 Nov 2026,** so your ads have two clean weeks before Black Friday week starts on Mon 23 Nov 2026.
3. **No Black Friday ad.** You haven't given us a Black Friday offer, so this plan builds no Black Friday ad and writes no Black Friday copy: your evergreen ads carry on. If you decide on one, price it in section 4.7 first, then by Tue 24 Nov build it as one ad set in a campaign of its own, Merrowbank Linen | Peak | 2026, with an ad set budget (not Advantage+ campaign budget), so it takes nothing from your main ad set, and every ad in it carries the URL parameters from section 4.3, step 17: start 12:00 am Fri 27 Nov, end 11:59 pm Mon 30 Nov. Conversion location Website, event Add to cart, the same as your main ad set (section 4.2). Placements: everything except Audience Network. Audience: Advantage+ audience, with your customer list and website purchasers from the last 180 days excluded (section 6.4); your list gets the offer by email. One offer per ad set, in the same words in the headline, the ad text and on the landing page. Give it A$10 a day, A$40 over its 4 days, from the room your main campaign leaves under your A$1,200 a month, and leave your main ad set's budget alone.
4. **Christmas gifting, Tue 1 Dec to Thu 17 Dec.** Lead with Stonewashed linen sheet set. By Tue 24 Nov, have 1–2 Christmas ads ready (images and copy). An ad set of its own would get under 10 adds to cart a week on what your budget leaves for it, too few for Meta to learn from, so they go in your main ad set as dated ads, with no extra budget, not a new ad set. A draft there would go live with your next publish, so build them on the evening of Mon 30 Nov and publish them in the same publish that switches off your spring ad, then switch them off on the evening of Thu 17 Dec. Meta can't end a single ad, so put both dates in your calendar now. Give them no offer, the headline "Order by Thu 17 Dec (WA 16, NT 10)" and, near the start of the ad text, so every date shows before Meta's "more" (its first 125 characters), "Order by Thu 17 Dec for Christmas (WA Wed 16, NT Thu 10).", and on the product page, "Order by Thu 17 Dec for Christmas delivery to metro addresses (WA by Wed 16 Dec, NT by Thu 10 Dec)."

5. **After the cut-off.** The Christmas ads come off on Thu 17 Dec. Your evergreen ads carry on, promising no Christmas delivery. If you offer Express Post, 1–2 Express Post ads in your main ad set, published on the evening of Thu 17 Dec in the same publish that switches off your Christmas ads and switched off on the evening of Mon 21 Dec, your last Express Post order date for delivery interstate (table below), keep your gift ads going until then, with the headline "Express: order by Mon 21 Dec (WA/NT 18)" and, near the start of the ad text, so every date shows before Meta's "more" (its first 125 characters), "Express Post: order by Mon 21 Dec for Christmas (WA and NT Fri 18).", and on the product page, "Order by Mon 21 Dec with Express Post for Christmas delivery to metro addresses (WA and NT by Fri 18 Dec)." If you sell digital gift cards, 1–2 gift card ads in your main ad set, published on the evening of Thu 17 Dec (Mon 21 Dec if you run the Express Post ones) and switched off on the evening of Thu 24 Dec, are the one replacement worth having ready.
6. **Boxing Day: only with a real Boxing Day offer.** If you decide on one, price it in section 4.7 and by Tue 22 Dec build it as one ad set in a campaign of its own, Merrowbank Linen | Peak | 2026, with an ad set budget (not Advantage+ campaign budget), so it takes nothing from your main ad set, and every ad in it carries the URL parameters from section 4.3, step 17: start 12:00 am Sat 26 Dec and end 11:59 pm on your offer's last day (set both when you build it), so nobody edits ads over Christmas and Meta switches it off for you. Conversion location Website, event Add to cart, the same as your main ad set (section 4.2). Placements: everything except Audience Network. Audience: Advantage+ audience, with your customer list and website purchasers from the last 180 days excluded (section 6.4); your list gets the offer by email. Give it A$10 a day for each day it runs, from the room your main campaign leaves under your A$1,200 a month, and leave your main ad set's budget alone.
7. **Budgets on Meta: no raises from Mon 23 Nov 2026 to Sun 3 Jan 2027.** Nothing live changes mid-sale: a big budget change can restart learning (Meta Business Help Center, "Last significant edit"), and December's gift buying lifts your sales with or without ads. Your scale rule (section 7) starts again on Mon 4 Jan 2027.
8. **Judge the peak on Shopify's numbers.** Sale days don't count toward your scale rule or your weekly targets, and from 12 Nov Meta may count more purchases on sites that qualify (section 7). Shopify's orders and sales against your normal weeks are the score. Your A$1,400 weekly baseline is an ordinary week, and gift buying lifts December's sales with or without ads: compare each December week with the same week last December, if you have it, and make no raise on December numbers.

The maths (what an order keeps is ex GST; ROAS is on sales incl. GST): At about A$60 of ads a sale (a starting estimate, not yet your own cost), the deepest discount in the table that keeps at least 10% of each sale after the ads is 15%; 25% still leaves a little, under 10%. The full table is in section 4.7.

Your Christmas order-by dates. Your last order date is Australia Post's send-by date ("posted by" below) minus your handling time of 2 business days (from your product page). Metro to metro; regional and rural addresses need extra time (Australia Post's Christmas send-by dates, auspost.com.au/christmas, checked 28 Oct 2026). Your Christmas and Express Post ads carry their own order-by date in the headline and ad text; your site, product pages and emails carry the full table. Never put a "posted by" date in an ad: it's the day the parcel must leave, not the day to order.

Sending to (metro)	Parcel Post: order by	Express Post, if you offer it: order by
Within Vic	Fri 18 Dec (posted by Tue 22 Dec)	Mon 21 Dec (posted by Wed 23 Dec)
Other states and the ACT, not WA or NT	Thu 17 Dec (posted by Mon 21 Dec)	Mon 21 Dec (posted by Wed 23 Dec)
WA	Wed 16 Dec (posted by Fri 18 Dec)	Fri 18 Dec (posted by Tue 22 Dec)
NT	Thu 10 Dec (posted by Mon 14 Dec)	Fri 18 Dec (posted by Tue 22 Dec)

October. *Start promoting:* Christmas gifting and hosting.

November. Diwali (8 Nov): gifts and hosting. Singles Day (11th). Black Friday 27 Nov and Cyber Monday 30 Nov 2026. *Run:* your evergreen ads; no Black Friday ad without a real Black Friday offer (section 8). *Start promoting:* your Christmas order-by dates on your site and in emails; your Christmas gift ads start after Black Friday (section 8).

December. Christmas hosting, Boxing Day. Australia Post's 2026 metro send-by dates from Vic (the day a parcel must be posted, not the day to order): Parcel Post Tue 22 Dec within Vic, Mon 21 Dec to other states and the ACT, Fri 18 Dec to WA and Mon 14 Dec to NT; Express Post, if you offer it, Wed 23 Dec (Tue 22 Dec to WA and NT) (auspost.com.au/christmas, checked 28 Oct 2026). Your order-by dates are earlier by your handling time (section 8's table): use those, never these, in ads. *Run:* gifts to your cut-off, then Express Post ads to its cut-off, if you offer Express Post.

For linen bedding, Christmas is the one to plan for: guest beds get made up and sheet sets make easy gifts. Switch your Christmas gifting ads on in late October and set your last order date from Australia Post's 2026 cut-offs (Parcel Post Mon 21 Dec interstate, Tue 22 Dec within a state). Black Friday (27 Nov) earns a place only if your was-prices are genuine (section 10).

9. Fixes for your website

We checked your website against the checklist below. These are the fixes most likely to be costing you sales, most costly first.

1. **Show what delivery costs before checkout.** The product page says free shipping over A$150, but not what smaller orders or New Zealand orders pay. Put both near Add to cart, so the price in your ad matches the price at checkout.
2. **Give every bed size in centimetres.** Queen and king are listed by name only, with no measurements or fitted-sheet pocket depth. Add both to each size, so shoppers know the sheets will fit their mattress.
3. **Give each colourway its own photos.** All six colours share one gallery, so shoppers can't see the true colour of the one they want. Add a plain shot and a made-bed shot in daylight for each.
4. **Say what the linen is.** There's no linen weight or care information on the page. Add the weight from your supplier and simple washing and drying instructions.

The full checklist we use

- [ ] Bed sizes by name, with the fitted sheet's pocket depth in cm.
- [ ] A plain product shot and a room shot for every product; every colourway; a scale reference.
- [ ] Materials and care, named exactly: fabric composition, linen weight, and how to care for it.
- [ ] Delivery cost before checkout, and lead times.
- [ ] Returns in plain words, and that faulty items are always covered (section 10).
- [ ] Swatches or samples, if you sell fabric or colour-critical pieces.
- [ ] Real reviews with customers' own photos.
- [ ] Buy now, pay later near the price, if offered.
- [ ] Mobile speed: room galleries and autoplay video sized for phones.
- [ ] Business name, ABN, contact details and returns address consistent across footer, terms and policies.

10. Rules for your industry

Every online store: the price, sale, review, origin and returns rules are under "Rules for every online store", at the end of this section.

Product safety (mandatory standards; check productsafety.gov.au before you list)

- **Anything else you sell:** search its product type on productsafety.gov.au for mandatory standards and bans before you list it.

Material claims

- "100% linen", "French linen" and "organic cotton" only with supplier proof, and certification for "organic".
- Dimensions and colour in your ads must match the product you deliver.

Rules for every online store

Prices and sales

1. **"Was" prices must be real:** a price customers actually paid, for a reasonable period before the sale. There's no fixed number of days; it depends on the product and how often its price changes (ACCC, "Advertising and selling guide"). False price claims breach the Australian Consumer Law (ss 18, 29(1)(i)). An ugg retailer paid A$39,600 for "was" prices it hadn't charged (ACCC, June 2026); a bedding supplier was ordered to pay A$15 million after 58 of 74 products never sold at their strikethrough price (ACCC v Emma Sleep, Federal Court, 24 Apr 2026).
2. **"Sitewide" means the whole site.** A jeweller, a homewares store and an online hair and beauty retailer each paid A$19,800 over Black Friday "sitewide" sales with exclusions (ACCC, 11 Jun 2025).
3. **Show delivery costs before checkout,** including any minimum charge you know of (ACCC, "Advertising and selling guide", component pricing; Australian Consumer Law s 48), with "free shipping" conditions beside the claim. New drip-pricing rules and a ban on unfair trading practices start on 1 July 2027 (Competition and Consumer Amendment (Unfair Trading Practices) Act 2026). Get ready now: wherever you show a price, say whether extra charges apply and how much they are, or how they're worked out.

Reviews, origin and green claims

- **No fake reviews, no hiding genuine bad ones, and disclose incentives** (ACCC, "Online reviews: a guide for business and review platforms"). Paid or gifted creator posts must say so: a photo-book retailer paid A$39,600 over undisclosed paid influencer reviews (ACCC, March 2026).
- **Use Meta's paid partnership label** on paid or gifted posts, as Meta requires, and still make the relationship clear in the caption: Meta says its label doesn't cover your own legal disclosure duties.
- **"Made in Australia" needs substantial transformation here** (ACCC, "Country of origin claims and the Australian Consumer Law", 2022). Packing or relabelling imported goods here isn't enough. "Designed in Australia" is fine if true and nothing else (flags, maps, "Aussie made" wording) implies it's made here.
- **No broad green words** ("sustainable", "eco-friendly") unless qualified and provable (ACCC, "Making environmental claims: a guide for business", Dec 2023).

Returns, images and payment

- **Never "no refunds",** even on sale items: faulty goods are always covered. Honour your own change-of-mind policy (ACCC, consumer guarantees guidance).
- **Images are claims,** AI-made ones included: colour, size and detail must match what you ship.
- **Buy now, pay later:** the provider's wording, and never "interest-free" without its conditions (ASIC 25-193MR, 3 Sep 2025).

11. When something goes wrong

Find your problem. Work through the checks in order and stop at the first one that fits.

Your ads aren't delivering

1. **Still in review?** Meta says review is typically done within 24 hours, though it can take longer (Meta's ad review guidelines). Wait.
2. **Start date in the future?** Check the ad set schedule.
3. **"Advertiser is missing" error?** Set your verified advertiser (section 3.7).
4. **Payment failed?** Fix the card in billing.
5. **Ad rejected?** See below.
6. **Catalogue ad with no eligible products?** Check stock and the Issues tab (section 3.5).
7. **Bid cap or cost cap set?** Remove it.
8. **Account restricted?** See below.

It spent the day's budget in an hour

- **Started mid-day on a daily budget?** Meta rushes to spend the day's budget in the hours left. Next time, start at 12:00 am.
- **Spent more than your daily budget?** On days with better opportunities Meta can spend up to 25% more than your daily budget, but it won't spend more than 7 times your daily budget in a calendar week (Meta Business Help Center, "About daily budgets"). It evens out over the week.

Spending, but no sales

Find where shoppers drop out. In Ads Manager, add columns for link clicks, landing page views, adds to cart, checkouts initiated and purchases.

1. **Under 7 days, or showing "Learning"?** Wait.
2. **Few clicks:** the ad or the offer. New creative or a stronger offer (section 5).
3. **Clicks, but far fewer landing page views:** slow page or accidental taps (cause 2.10).
4. **Page views, few adds to cart:** the product page. Price, photos, shipping cost, trust (cause 2.10).
5. **Adds to cart, no purchases:** checkout. Surprise shipping costs, forced account creation, missing payment options. Open your cart on your phone and stop there: check it shows what delivery costs and the ways to pay you offer, and check your store's checkout settings (guest checkout on). Never start a test checkout on your live store.
6. **Purchases in your store but not in Meta?** Tracking (cause 2.4).
7. **Still nothing after two weeks?** Check the maths (cause 2.9) before spending more.

Meta's ROAS looks great, but store revenue is flat

1. **Work out your lift** from your store (section 7): store sales above your baseline ÷ ad spend. If it's flat while Meta's ROAS climbs, Meta is counting sales you'd have made anyway (cause 2.5).
2. **Check new vs returning customers** in your store's reports for ad weeks.
3. **Cut retargeting back** to a small share of spend or less.

4. **Exclude past buyers from prospecting** (section 6.4).
5. **Doubled purchase events?** If Meta's purchase count beats your order count, see the next problem.

Purchases are doubled, or missing

1. **Doubled:** run Meta Ads Data Advisor on a product page. Two pixels? Remove the one not installed by your official integration. Then check for a second app sending events to the same pixel.
2. **Missing:** is Conversions API on in your integration (section 3.3)? Does your cookie banner block marketing tags until shoppers accept? Then events only appear after they do.
3. **A spike on one day:** test orders or a team session. Don't repeat it (section 3.6).
4. **Fix once, then wait a week.** Don't reconnect the integration again and again.

Your pixel shows no events

1. **Run Meta Ads Data Advisor** on your site. Does it find your pixel?
2. **Is it the right pixel?** Compare the ID on your site with the one in Events Manager.
3. **Cookie banner?** If it blocks marketing tags until visitors accept, events only appear after they do.
4. **Page views arrive, but no Purchase events?** See "Purchases are doubled, or missing", above.
5. **Conversions API disconnected?** Check the partner integration in your pixel's settings in Events Manager.
6. **Just installed?** Use Test events to watch events live (section 3.6). They show there within about a minute, but can take 30 minutes or more to reach the overview (Meta Business Help Center, "Test events tool").
7. **Only your team's test events?** That isn't a fault. You just have no real traffic yet.

Meta's numbers don't match yours

- Meta credits an ad with each purchase that happens within its default attribution window: 7 days after a click, or 1 day after someone views or engages with the ad without clicking (Meta Business Help Center, "Results"). Shopify credits the last link used, or nothing.
- A small gap is normal: ad blockers and privacy settings hide some shoppers from Meta, even with the Conversions API on.
- **Decide on spend with your store's sales above your baseline (your lift, section 7). Compare ads with Meta.**

Your catalogue or products are rejected

1. **Read the reason** in Commerce Manager's Issues tab.
2. **Common causes:** missing or poor images, prices that don't match your site, or a product category Meta restricts.
3. **Fix it in your store** and let it sync.
4. **Restricted product?** Check Meta's Advertising Standards and section 10. Some products can't be advertised at all.

Your ad was rejected

1. **Read the reason** in Account Quality. The common reasons for your kind of business are below.

2. **Fix it and make a new ad**, or, if you believe Meta got it wrong, request another review (Meta Advertising Standards).
3. **Don't re-post the same rejected ad with tiny tweaks** to slip it through. Meta's Advertising Standards prohibit evading or circumventing its enforcement, and it can restrict or disable accounts that do (Meta Transparency Center, "Account integrity").

Common store reasons:

- Copy that implies a personal attribute ("Can't sleep?") (Meta Advertising Standards, "Personal attributes").
- Health or safety claims you can't back up, such as a product that helps you sleep or is non-toxic.
- A price or "sale" claim your page doesn't back up.
- A landing page that's broken, slow or doesn't match the ad.

Your account is restricted

1. **Open Account Quality** to see what's restricted and why, then request a review of the decision there (Meta Advertising Standards).
2. **New business portfolio or ad account?** Meta switches on some advertising features only once an advertiser meets certain requirements, so a new portfolio or ad account may be missing some (Meta Business Help Center, "Create a business portfolio in Meta Business Suite"). Open Business Support Home to see what you can use now and what unlocks the rest. New ad accounts may also need to verify a phone number before ads can publish.
3. **Never open a new account to get around a restriction.** Meta may restrict or disable accounts and ad accounts it links to the restricted one, including any owned by the same person or business (Meta Transparency Center, "Account integrity").
4. **Lots of complaints about late or missing orders?** Meta surveys people after they interact with your ads and uses the results (its Customer Experience Score) in the ad auction, so poor service can raise your costs (Meta Business Help Center, "About Customer Experience Score"). Fix delivery and customer service first.

Refunds and chargebacks are skewing your results

- **Meta counts the purchase when the order is placed.** None of the main store platforms sends refunds or returns to Meta, so they don't come off Meta's numbers.
- **So use net sales** (after refunds) for your lift and MER, and check your break-even maths allows for your real return rate.
- **Rising chargebacks** usually mean a delivery, quality or description problem. Fix that before you scale.
- **One product refunded far more than others?** Take it out of your ads.

12. Use this with your AI

Once a month, and whenever you're stuck, paste this guide into an AI assistant such as ChatGPT or Claude, along with your numbers. It will write your ads and walk you through the changes. You make the changes yourself in Ads Manager. Don't ask Meta's own AI to judge your Meta spend: your plan judges it on your own results, not on Meta's reports.

What to paste

1. **This guide** (download the AI-ready version from your guide page).
2. **Your last 30 days from Ads Manager**, per ad: spend, purchases, cost per purchase, adds to cart and frequency.
3. **Your store's last 30 days**, week by week: sales, orders, new vs returning customers and refunds.
4. **This month's update email** from us.

Never paste passwords, card numbers, or your customers' personal details (names, emails, phone numbers, addresses).

The prompt

Copy everything in the box.

You're helping me run Meta (Facebook and Instagram) ads for my online store. The plan pasted below is my rulebook. Stick to it unless my numbers show it isn't working, and if so, explain why before you suggest a change.

About my online store:
Merrowbank Linen is an online bedding and linen store on Shopify, shipping to Australia and New Zealand. Our lead product is the stonewashed linen sheet set at A$229, and our average order is A$185. We offer free delivery on Australian orders over A$150, and Afterpay at checkout.

My plan settings:
- Store stage: Early: about A$6,100 a month (33 orders)
- Objective: Sales, optimising for Add to cart
- Budget: A$1,200 a month (Growth)
- Average order: A$185; contribution margin 47%
- Break-even cost per purchase: A$112 on what my ads sell, the A$229 Stonewashed linen sheet set; break-even ROAS 2.1x (A$88 and 2.1x on my A$185 average order)
- Target cost per purchase: A$89 on what my ads sell, the A$229 Stonewashed linen sheet set; target ROAS 2.6x
- How to judge the ads: my A$1,400 a week of sales already includes my ads, so judge each change on lift: after a raise, sales, Australian orders only (filter by shipping country), must rise at least 2.1x the extra spend (A$88 a week for my first raise, which adds A$42 a week of spend; 2.1x is my break-even ROAS on my A$185 average order), over 4 weeks against the 4 before; MER is a record only
My stop rule: Judge an ad once it has run for at least 7 days and has spent A$72 since it launched (about 4 adds to cart at a typical A$18 each), however many clicks it has had. Then switch it off if it has no add to cart, or if its cost per add to cart since launch is above A$33, my break-even (ex GST) on what my ads sell, the Stonewashed linen sheet set: past that, each add to cart loses money after the ads. Leave everything else alone. Count click-through adds to cart only: in Ads Manager, Columns > Compare attribution settings > 7-day click, and judge each ad on that column; an add to cart from someone who only saw the ad doesn't keep it on.
My scale rule: Raise the daily budget by 20%, to A$39 (about A$1,185 a month), only when all five of these hold for the last 7 days added together: 1. At least 3 more new-customer orders than a normal week in those 7 days (about 6 a week, estimated from my 20% repeat rate until my own weekly count from section 3.4 replaces it, so at least 9), in Shopify's own orders, Australian orders only. 2. Meta's cost per purchase on the 7-day click column (Columns > Compare attribution settings), at or below A$89 ex GST, my target on what my ads sell, the A$229 Stonewashed linen sheet set. 3. Shopify's own sales incl. GST, after refunds, Australian orders only (filter by shipping country), at or above my A$1,400 weekly baseline, so the ads aren't just taking credit for sales I already had. 4. The campaign spent its full daily budget on at least 6 of the 7 days. 5. Stock and packing for at least 14 days of orders at the higher rate. Then wait until the 4 weeks after this raise have been judged (section 7) before any further raise. My

ceiling is A$39 a day, my A$1,200 a month: no raise past it unless I choose to spend more. No raises in sale weeks. No raises from Mon 23 Nov 2026 to Sun 3 Jan 2027: Black Friday week, the sales and December's gift buying aren't normal weeks (section 8). My scale rule starts again on Mon 4 Jan 2027.
My placement rule: Check Breakdown > By delivery > Placement by day 3 and every week; if Audience Network takes more than 10% of spend, or most link clicks with few landing page views, build a new ad set without it (keep Stories and Reels), publish it with the old ad set switched off in the same publish, and never edit the live ad set.

My last 30 days:
[paste Ads Manager numbers per ad here]
[paste store sales, orders, new vs returning customers and refunds, week by week, here]

This month's Meta changes:
[paste the update email here]

Please:
1. Work out my lift for each week from my store numbers first: store sales above my baseline ÷ ad spend. Tell me in plain English what's working and what isn't, using only the numbers I've given you. If a number is missing, ask me for it. Don't estimate.
2. Apply my stop, scale and placement rules. List which ads to switch off, which to leave alone, whether to change the budget, and whether Audience Network needs a new ad set.
3. Check the twelve causes in section 2 of my plan against my numbers, and tell me which one to fix first.
4. Write 2 new ads for Stonewashed linen sheet set. For each: 3 primary texts, 3 headlines that read correctly with any of them, and the image or video to make from my shot list. Australian English. No claims my plan's industry rules forbid. One offer only, in every ad: free shipping over A$150 on Australian orders. Use only these facts: stonewashed linen, pre-washed for a soft, relaxed finish; set: fitted sheet, flat sheet and two standard pillowcases; sizes: queen and king; six colourways; stonewashed linen sheet set at A$229; dispatched within 2 business days; Afterpay available. No reviews, ratings, best-seller or award claims, and no delivery dates beyond the order-by dates in section 8.
5. Walk me through every change in Ads Manager, step by step, as one publish. Never tell me to edit a live ad that's working: add a new ad instead. Any new ad set starts at 12:00 am. Remind me to switch off creative enhancements, catalogue add-ons and product browsing on new ads.
6. Tell me what in this month's Meta changes affects my plan, and what to do about it.

Rules for you: every amount is in Australian dollars (A$); don't invent numbers or benchmarks; don't promise results; judge my ads on store sales above my baseline

```
(lift), not Meta's ROAS; if Meta's screens don't match your steps, tell me to
check Meta's Business Help Center rather than guessing.
```

Appendix

Glossary

- **Ad set:** the middle level of a campaign, where you choose the audience, placements and the event Meta optimises for. Each ad set learns on its own.
- **Add to cart:** the event Meta records when a shopper adds a product to their cart in your store.
- **Advantage+:** Meta's name for its automated options: audiences, placements, campaign budgets and creative changes.
- **Average order value (AOV):** total sales ÷ number of orders.
- **Break-even ROAS:** the sales each A$1 of ads must bring back before the ads stop losing money.
- **Catalogue:** Meta's copy of your products, synced from your store, used by catalogue ads.
- **Contribution margin:** what you keep from an order after product cost, shipping and payment fees, before ads.
- **Conversions API:** sends store events to Meta from your platform's servers, so fewer are lost to ad blockers and privacy settings.
- **Cost per purchase (CPA):** ad spend ÷ purchases Meta reports.
- **Frequency:** how many times, on average, each person saw your ad in a period.
- **Learning phase:** the period after a new ad set or a big change while Meta works out who to show it to. "Learning limited" means it isn't getting enough events to finish.
- **MER (marketing efficiency ratio):** total store sales ÷ total ad spend, from your store's own numbers.
- **Pixel:** the code that tells Meta what shoppers do on your website.
- **Retargeting:** showing ads to people who have already visited your store or added to cart.
- **ROAS (return on ad spend):** sales Meta credits to your ads ÷ ad spend. Useful for comparing ads, not for judging profit.

Benchmarks (home & lifestyle)

Your own A$45–A$75 a purchase from the last 30 days is your benchmark: no published figure fits a homewares store running a sales campaign.

No one publishes a cost per purchase or ROAS for Australian homewares stores on Meta. So judge your ads against your break-even ROAS from section 1 (it comes from your margin). Section 1 says where your expected cost per purchase comes from: your own figure from the last 30 days, updated as your results change.

OFF RETAINER

Questions about your plan? Email hello@offretainer.com. We reply within one business day, Monday to Friday, Australian Eastern time.

Off Retainer is a business name of Pique Your Interest Pty Ltd, ABN 79 696 987 425. View on ABN Lookup

Refund policy Privacy policy Terms

Not legal or financial advice. Meta changes its screens often: if a step doesn't match, check Meta's Business Help Center.