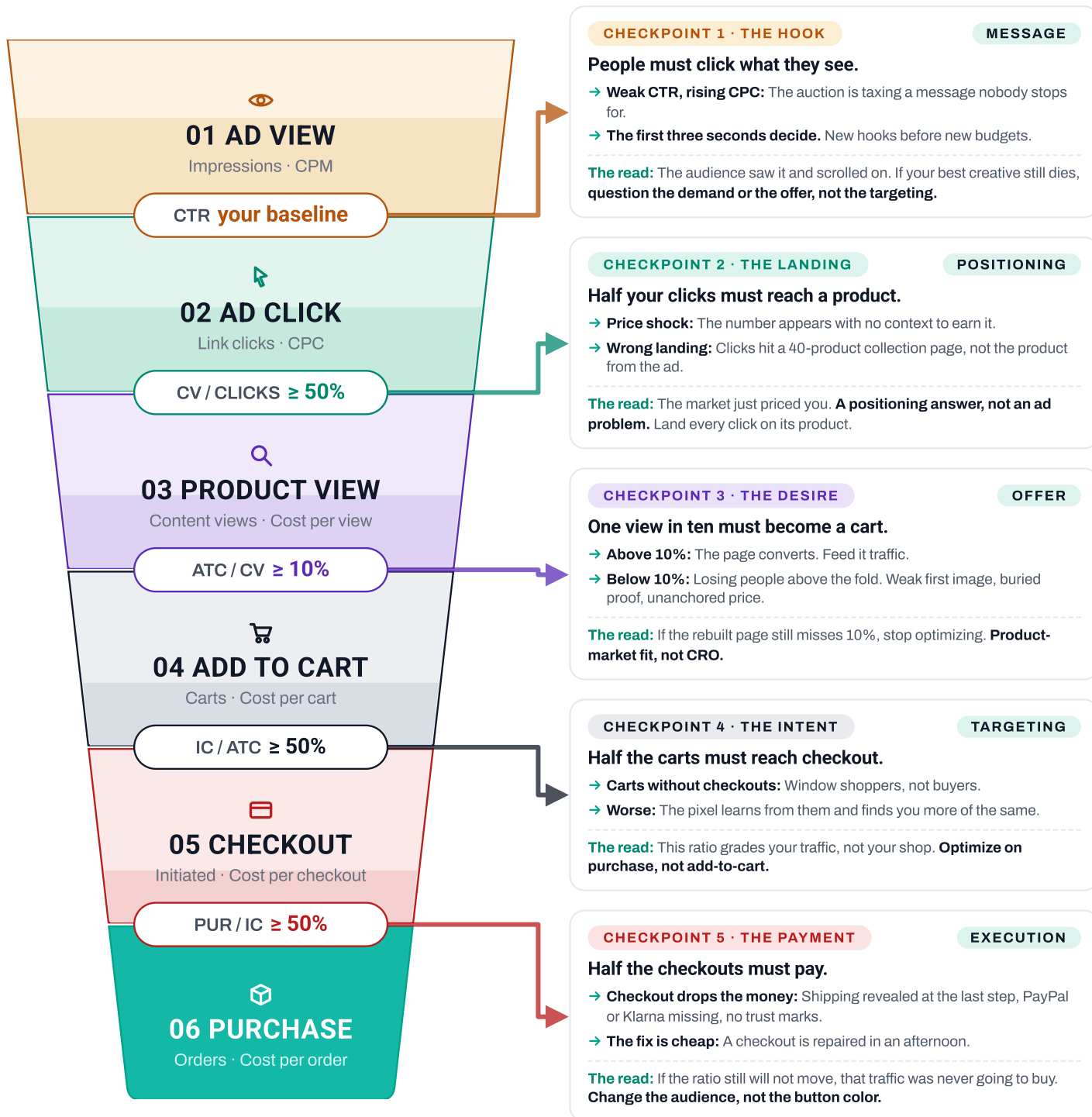


The first checkpoint that fails is the leak.

ROAS tells you that you lose money. **The ratios tell you where.**

Use this structured analysis to pinpoint where your funnel is leaking. Diagnose performance gaps at every key stage, from initial ad view to final purchase, and implement targeted solutions to maximize ROI.



QUICK CHECK · $PUR / ATC \geq 1$ IN 4. One cart in four must become an order. Both bottom checkpoints passing puts you there.

Note: These thresholds are an example. They shift with industry, price point, and use case. Calibrate them against your own funnel.