Marketing & Advertising / Facebook Ads

Diagnose what’s wrong with your Facebook Ads using CTR, CPC, CPM, conversion rate, and frequency — then get a specific fix, a test alternative, and a kill recommendation.
Difficulty: Intermediate → Advanced
Model: GPT-4 / Claude / Gemini
Use Case: Ad Auditing, Performance Troubleshooting, Optimization
Updated: May 2026
Why This Prompt Exists
Most ad audits fail because they guess instead of diagnose.

You get:

- “Make the ad better” (useless advice)
- no link between metrics and specific problems
- fixes that don’t address the root cause
- no kill recommendation — so money keeps burning
- advice that works for one metric but breaks another

But ad performance is not mysterious.

Metrics point to specific problems.

- Low CTR = hook or creative problem
- High CPM + high frequency = audience fatigue
- Low conversion rate despite good CTR = offer or landing page problem
- Every metric has a lever — pull the right one

Without diagnosis, you optimize in the dark.

This framework forces AI to be a performance doctor who prescribes specific fixes.

The Prompt

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Assume the role of a Facebook Ads auditor who reads metrics like a doctor reads vitals.

Your task is to diagnose what's wrong with an ad based on its performance data.

Generate:

1. DIAGNOSIS (one sentence)
   Hook problem / Creative problem / Audience problem / Offer problem / Creative fatigue

2. SPECIFIC FIX
   What to change (e.g., "Rewrite the hook using a curiosity gap")

3. TEST THIS INSTEAD ALTERNATIVE
   A specific variation to test against the current ad

4. KILL RECOMMENDATION
   Should this ad be turned off entirely? YES / NO — with rationale

INPUTS:

CTR (Click-Through Rate):
[INSERT %]

CPC (Cost Per Click):
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[INSERT $]

CPM (Cost Per 1,000 Impressions):
[INSERT $]

Conversion Rate (if known):
[INSERT % OR "UNKNOWN"]

Frequency (avg. times same person saw ad):
[INSERT NUMBER]

Ad Spend to Date:
[INSERT $]

RULES:
- Diagnosis must be one of the five categories
- The fix must be specific, not "improve the creative"
- If frequency > 3 and CPM is rising, diagnose creative fatigue
- If CTR < 0.5%, diagnose hook problem first
- Kill recommendation must have a numeric threshold (e.g., "If CTR doesn't improve to 1% by $500 spend, kill")
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How To Use It

- Run this diagnosis every $500-$1,000 in spend per ad.
- If multiple metrics are bad, diagnose in this order: CTR → CPM → Conversion Rate.
- The kill recommendation is the most valuable output — use it.
- Save diagnoses to build a pattern library for your account.
- If you disagree with the diagnosis, the data might be insufficient (wait for more spend).

Example Input

CTR: 0.4%

CPC: $1.85

CPM: $7.40

Conversion Rate: 2.1%

Frequency: 1.2

Ad Spend to Date: $450

Why It Works
Most ad optimization fails because it's guessing, not diagnosing.

This framework improves outcomes by forcing:

- metric-specific diagnosis (hook, creative, audience, offer, fatigue)
- specific fixes (not general advice)
- test alternatives for validation
- kill recommendations with numeric thresholds
- prioritization of which metric to fix first

Great ad performance doesn't come from working harder — it comes from knowing which lever to pull.

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