

Ad-to-order diagnostic worksheet

Use one campaign, product and period. Record observations separately from explanations, then test the smallest relevant change.

Campaign _____ Product _____

Period _____ Device / market _____

Stage	Evidence to collect	Observation / action
Ad	Spend, relevant website clicks, destination and offer	
Arrival	Campaign sessions, actual landing page and mobile load	
Product	Availability, variants, price and buying questions	
Cart	Working controls, total price and delivery information	
Checkout	Payment, address, shipping and error reproduction	
Orders	Confirmed, paid and fulfilled orders; reporting differences	

Keep the denominator visible

Cart additions / sessions _____ Checkout entries / cart additions _____

Completed checkout / checkout entries _____ Orders and sessions can differ.

Budget and next decision

Spend already incurred _____ Further review allowance _____

Check whether the selected funnel uses sequential or open steps before comparing rates.

Decision / owner / review date
