



Ad Optimiser

FREE BETA

From ad click to *closed deal.*

The only tool that connects your advertising spend directly to your sales pipeline — so you know exactly what's working, what isn't, and what to do about it.

• INDEPENDENT ADVICE · NO PLATFORM AFFILIATION

PIPELINE VALUE

£26,800

↑ Active leads

WON THIS MONTH

£11,800

↑ 3 deals closed

REAL ROAS

7.9×

↑ Verified pipeline

WASTED SPEND

£483

↓ Flagged for review

THE PROBLEM

You're spending money on ads. *But are they actually working?*

"Google says I had 12 conversions last month — but I only signed 3 new clients."

GOOGLE ADS

"Meta says my campaign reached 40,000 people. But I don't know who actually bought."

META ADS

"My agency keeps showing me impressions and CTR. I just want to know: is it making me money?"

MICROSOFT ADS

The platforms can't tell you what happens after the click — because they don't know. And they have a financial incentive to make their numbers look as good as possible. More spend means more revenue for them, regardless of whether it's working for you.

Most businesses are flying blind. They increase budgets when the platform says things are going well, and cut spend when things look slow — all based on data they can't fully trust.

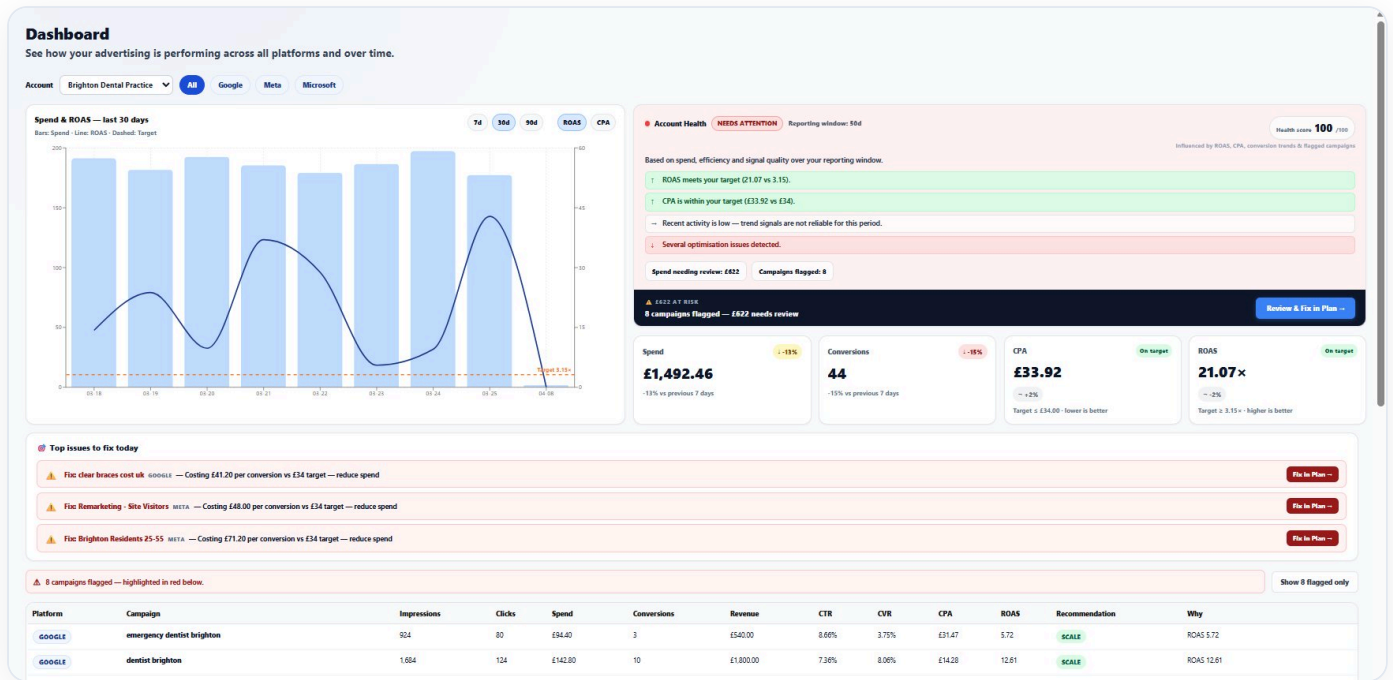


Ad Optimiser has **no financial relationship** with Google, Meta or Microsoft. We don't earn commission on your ad spend. Our only job is to give you honest, independent analysis of what your advertising is actually delivering for your business.

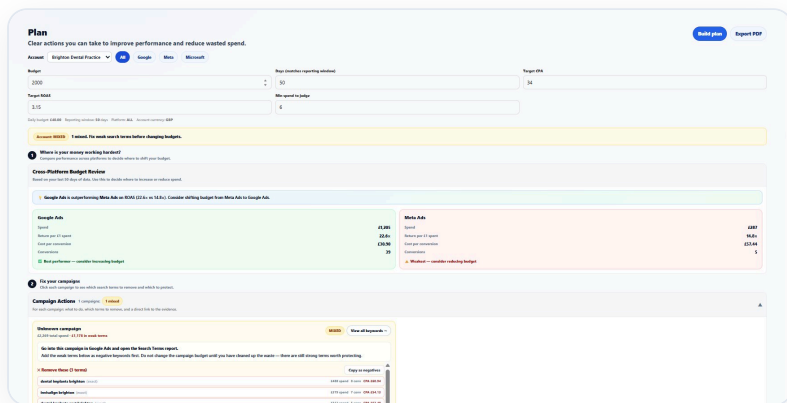
"We connect the dots the platforms deliberately leave unconnected — from the first ad click to the moment a deal closes."







See the full picture. Take the right action.

Your Dashboard brings together every platform — Google, Meta and Microsoft — in one place. No switching between accounts, no spreadsheets, no guesswork.



Ad Optimiser builds you a **Plan** — a prioritised list of specific actions you can take right now to reduce wasted spend and improve performance. Not vague suggestions. Specific recommendations based on your actual data, ranked by impact.

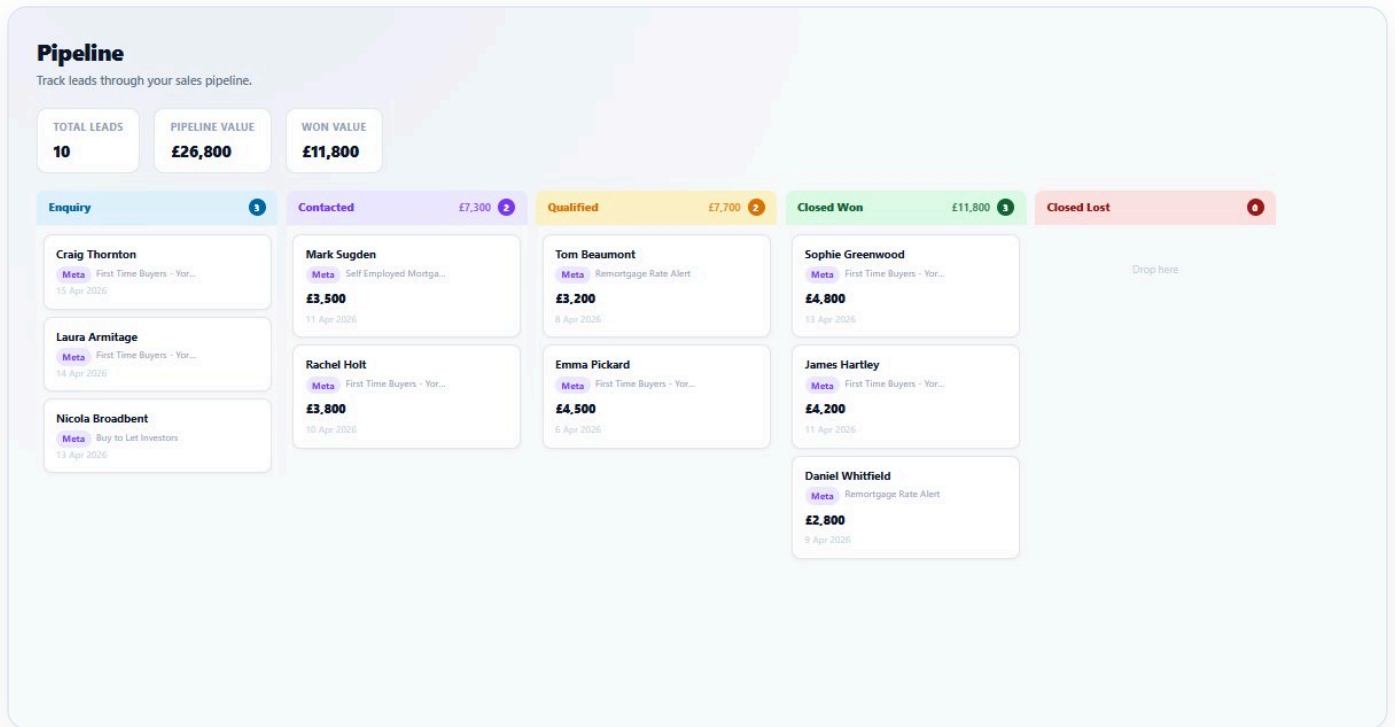


-  **All platforms, one view**
Google, Meta and Microsoft side by side
-  **Flagged campaigns**
Wasted spend identified automatically
-  **Clear actions**
Prioritised by impact, not complexity
-  **Cross-platform budget review**
See where to shift spend for best return
-  **Independent advice**
No affiliation with any ad platform
-  **AI Assistant**
Click "How do I do this?" on any recommendation and our AI walks you through the fix in plain English. No PPC expertise needed.

PIPELINE

Every lead. Every stage. *Every deal.*

When someone clicks your ad and fills in a form, they automatically appear in your pipeline. No manual entry. No leads falling through the cracks.



- Automatic lead capture**
 Leads appear instantly when someone clicks your ad and fills in a form — no manual entry ever
- Drag and drop simplicity**
 Move leads between stages as conversations progress — Enquiry, Contacted, Qualified, Closed
- Real deal values**
 Enter what a deal is actually worth when it closes — not what Google estimated
- Ad attribution**
 Every lead linked to the exact campaign and platform that brought them in

TOTAL PIPELINE

£26,800

Active leads in pipeline

WON THIS MONTH

£11,800

3 deals closed

Your customer database.

Built automatically.

Every lead that comes through your ads is automatically added to your Contacts database — name, email, phone, source platform, and every deal they're linked to.

Contacts Account **Advantage Mortgage Solutions** ▼

10 contacts

Search by name, email or company... Export CSV [+ Add contact](#)

Name	Email	Phone	Company	Source	Leads	Added	
Nicola Broadbent	nicola.broadbent@email.com	07711100010	—	Meta Ads	1	14 Apr 2026	Delete
Craig Thornton	craig.thornton@email.com	07711100009	—	Meta Ads	1	12 Apr 2026	Delete
Laura Armitage	laura.armitage@email.com	07711100008	—	Meta Ads	1	10 Apr 2026	Delete
Mark Sugden	mark.sugden@email.com	07711100007	—	Meta Ads	1	8 Apr 2026	Delete
Rachel Holt	rachel.holt@email.com	07711100006	—	Meta Ads	1	6 Apr 2026	Delete
Tom Beaumont	tom.beaumont@email.com	07711100005	—	Meta Ads	1	4 Apr 2026	Delete
Emma Pickard	emma.pickard@email.com	07711100004	—	Meta Ads	1	1 Apr 2026	Delete
Daniel Whitfield	daniel.whitfield@email.com	07711100003	—	Meta Ads	1	29 Mar 2026	Delete
Sophie Greenwood	sophie.greenwood@email.com	07711100002	—	Meta Ads	1	25 Mar 2026	Delete
James Hartley	james.hartley@email.com	07711100001	—	Meta Ads	1	22 Mar 2026	Delete



Zero manual data entry

Contacts created automatically from every ad lead



Source attribution

Every contact tagged with where they came from



Instant search

Find any contact instantly by name, email or company



Lead count per contact

See how many pipeline deals each contact is linked to



Export to CSV

Download your full contact list any time



CRM meets ad platform

Your customer database and ad spend in one place



Re-engage dormant leads

Identify inactive contacts and lapsed customers, then send targeted re-engagement campaigns directly from Ad Optimiser. No separate email tool needed.

"No manual entry. No duplicate records. No leads lost in email threads. Every contact linked to the ad that brought them in."

Know who's responding. *And where.*

Ad Optimiser breaks down your Meta ad performance by age, gender and placement, so you can see exactly which audiences are converting and which are burning your budget.

DEMOGRAPHICS

Audience & Placement Insights
Meta Ads breakdown by demographic and placement with recommendations

From 18/03/2026 To 17/04/2026 Refresh Sync Yesterday

Demographics Placements

Recommendations

- 25-34 age group is over-funded relative to results**
The 25-34 group receives 34% of your budget but drives only 11% of conversions. Consider reducing bids for this segment.
- 35-44 age group is under-funded relative to results**
The 35-44 group generates 54% of your conversions but only receives 23% of your budget. Increasing bids or budget for this segment could improve overall CPA.
- 45-54 age group is under-funded relative to results**
The 45-54 group generates 32% of your conversions but only receives 17% of your budget. Increasing bids or budget for this segment could improve overall CPA.
- Strongest age group: 35-44**
The 35-44 age group delivers your best CPA at £25.00 with 15 conversions. Targeting is working well here.
- Weakest age group: 25-34**
The 25-34 age group has a CPA of £181.67 — 217% above your account average. Review bid adjustments for this segment.

[Fix in Meta Ads Manager](#)

Age & Gender Breakdown

Age	Gender	Impressions	Clicks	CTR	Spend	Conversions
25-34	Male	8,200	180	2.2%	£285.00	2.0
25-34	Female	7,400	100	2.2%	£260.00	1.0
35-44	Male	6,100	210	3.4%	£195.00	8.0
35-44	Female	5,800	195	3.4%	£180.00	7.0
45-54	Male	4,200	140	3.3%	£145.00	5.0
45-54	Female	3,900	120	3.1%	£130.00	4.0
18-24	Male	3,200	95	3.0%	£120.00	0.0

PLACEMENTS

Audience & Placement Insights
Meta Ads breakdown by demographic and placement with recommendations

From 18/03/2026 To 17/04/2026 Refresh Sync Yesterday

Demographics Placements

Recommendations

- Best placement: Facebook Feed**
Facebook feed has your lowest CPA at £26.67 with 18 conversions. Consider increasing budget here.
- Underperforming placement: Instagram Reels**
Instagram reels has a CPA of £270.00 — 225% above your account average of £26.67. Review or reduce spend here.
- Placement with zero conversions**
Audience network desktop spent £145.00 combined with no conversions recorded. Consider excluding or adding to your placement exclusions list.

[Fix in Meta Ads Manager](#)

Placement Breakdown

Placement	Impressions	Clicks	CTR	Spend	Conversions	CPA	ROAS
Facebook Feed	10,000	520	5.2%	£480.00	18.0	£26.67	19.25x
Instagram Feed	10,000	210	2.1%	£220.00	9.0	£24.44	7.50x
Instagram Reels	20,000	100	0.5%	£270.00	1.0	£270.00	1.40x
Facebook Stories	8,000	85	1.1%	£180.00	1.0	£180.00	1.67x
Facebook Messenger	8,000	145	1.8%	£160.00	2.0	£80.00	7.27x
Audience network Desktop	14,000	0	0.0%	£145.00	0.0	—	—
Total	60,000	1,055	1.8%	£1,040.00	22.0	£47.27	—

Total Spend: **£1,500.00** Conversions: **32** Avg. CPA: **£46.88** Impressions: **84,000** Best CPA: **£26.67** (Facebook Feed)

Age & gender breakdown

CPA and conversions by demographic segment

Placement analysis

Facebook, Instagram, Stories, Reels compared

Built-in recommendations

Specific actions to shift budget to what works

KEYWORDS & SEO

Know which keywords *actually close deals.*

Ad Optimiser shows you the evidence behind every keyword — what it costs, what it converts, and whether it's worth keeping. Plus your organic search performance alongside your paid spend.

Keywords
Evidence for the search terms and keywords driving your results. Use this to make changes in your ad platform.

Target: CPA: £127 - ROAS: 2.8 - Min spend: £50

Account: Brighton Dental Practice

Filter by action: All (10) Add negatives (0) Reduce bids (10) Increase bids (0)

Search terms & keywords — 10 rows

Action	Why	Term / Keyword	Platform	Campaign	Spend	Cost	CPA	ROAS	Type
REDUCE BID	This keyword is costing more per conversion than your target CPA.	denial implants brighton	Google		£488	8	£60.94	6.56	Keyword
REDUCE BID	Low click-through rate — improve your ad headline	invicalign brighton	Google		£379	7	£54.13	5.17	Keyword
REDUCE BID	This keyword is costing more per conversion than your target CPA.	denial implants cost brighton	Google		£312	5	£62.40	6.41	Keyword
REDUCE BID	Strong Quality Score — this keyword is efficient	teeth whitening brighton	Google		£246	6	£40.97	1.95	Keyword
REDUCE BID	Strong Quality Score — this keyword is efficient	emergency dentist brighton	Google		£199	12	£16.58	4.83	Keyword
REDUCE BID	This keyword is costing more per conversion than your target CPA.	dentist brighton	Google		£167	5	£33.46	2.39	Keyword
REDUCE BID	This keyword is costing more per conversion than your target CPA.	emergency dentist near me	Google		£156	9	£17.36	4.61	Keyword
REDUCE BID	This keyword is costing more per conversion than your target CPA.	private dentist brighton	Google		£135	4	£33.65	2.38	Keyword
REDUCE BID	This keyword is costing more per conversion than your target CPA.	best dentist brighton	Google		£99	2	£49.25	1.62	Keyword
REDUCE BID	This keyword is costing more per conversion than your target CPA.	brighton dental care	Google		£89	3	£29.80	2.01	Keyword

Problem rows are highlighted in red. "Add negative" applies to Search terms only.
Copy all negatives — copies the full search terms (search match required). Best for blocking specific irrelevant searches.
Copy these words — copies single words as broad match negatives. Best when you see a pattern, e.g. "near", "jobs", "training" — one word blocks all searches containing it.

Apply negatives to: Google Ads Microsoft Ads

Insights (Geo + Hourly) Optional

How to use this: If you run a local business — a clinic, salon, or any service where customers visit in person — you should only be showing ads in locations you can actually serve. Check the location actions below and exclude any countries or regions outside your area. For timing, use ad scheduling in Google Ads to reduce or pause spend during hours that consistently waste budget.

- Where your ads are showing: Check for locations outside your service area.
 - No obvious location issues detected. All locations with significant spend appear to be converting.
- When your ads are showing: Check for hours that waste budget.

SEO INSIGHTS

SEO Insights

Organic Traffic Value: £1,000

Page 1 Backlinks: 10

Paid vs Organic Overlap: 50%



Keyword evidence table

Every search term with spend, conversions and CPA



Problem terms flagged

Add negatives with one click to stop wasted spend



Organic traffic value

See what your SEO is saving you in ad spend

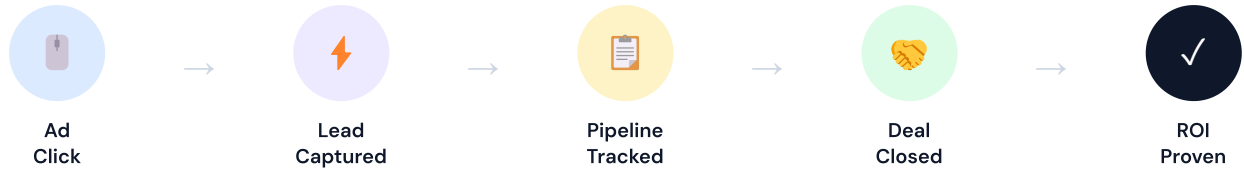


Paid vs organic overlap

Identify where you may be paying for free traffic

No other tool *does this.*

Most ad management tools show you what happened on the platform. Most CRM tools show you what happened with your customers. No other tool connects the two.



That means you can answer the questions that actually matter to your business:

✓ Which campaign generated my best customers this month?

✓ What is my real cost per acquisition — not what Google says, but what I actually paid per closed deal?

✓ Which keywords are generating revenue, not just traffic?

✓ Where should I shift my budget next month for the best return?

✓ Which audiences are closing deals versus which are just clicking?

✓ Is my organic SEO reducing my need for paid spend over time?



These aren't questions most businesses can answer today. **With Ad Optimiser, they can.** And the answers come from your own verified pipeline data — not estimates from a platform with a financial interest in keeping you spending.



Start for *free*. See results fast.

Join the businesses already using Ad Optimiser to connect their ad spend to their sales pipeline.
Currently in free beta — no card required.

 Currently in Free Beta

Andy Thomas

hello@ad-optimiser.com

ad-optimiser.com