

CHANDAN KUMAR

Founder, Global Info Edge

65

Claude Prompts That Run a Paid Account

Audits · Search terms · Creative · PMax · Meta · Post-click · Measurement · Margin · Reporting

All 65 written out in full. Nothing held back for a DM.



linkedin.com/in/ckmehta · [@ckmehta](#) · [ckumar.in](#)



What's inside

Nine clusters. Sixty-five prompts. Each one written to be copied, pasted and run against your own account data today.

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A note on how this is different

Most prompt packs give you five in full and hold the rest back behind a comment or a DM. This one doesn't. Every prompt is here, written out, ready to run.

The reason is simple: the prompts were never the scarce thing. Anyone can write them. What's scarce is knowing which check to run when, what number counts as a problem, and when to stop optimising and go fix the landing page instead. That knowledge is in the **Use when** lines and the thresholds — and you can only get it from having run a lot of accounts.



Where your budget is leaking

A guide tells you what a tool can do. It doesn't tell you where your money is going right now.

Most accounts leak somewhere between a fifth and a third of spend — on search terms that convert nobody, ads nobody clicks, products that never get an impression, and audiences quietly bidding against each other. None of it shows up as a problem on the dashboard, because the dashboard reports what happened, not what should have.

Finding it is not clever work. It's **checking work** — pulling the search terms report and reading it line by line, reconciling the platform's conversion count against what the business actually banked, checking whether the feed titles match what people type. It compounds when it gets done and decays when it gets skipped, and it is always the first thing to fall off the list when the week fills up.

That's the whole reason this set exists.

Most people use Claude wrong

One prompt, one answer, start over. That's using a capable analyst as a faster intern.

The operators build a system: a folder they set up once and pull from all week. Same model everyone else has. The difference is that the checks are already written, so they get run — on a Monday morning, on a bad week, on the account nobody wants to open.

Who this is for

- **You run the ads.** Start with cluster 01, then 02. Two hours, and you'll find the leak.
- **You manage the person who runs the ads.** Clusters 08 and 09. You'll know what to ask for and what a good answer sounds like.
- **You pay an agency for it.** Cluster 09, prompt 60. Run it on your last report and see what comes back.

If you've never opened your own ad account, this won't help you. It assumes you can pull a report and act on what it says.



Set it up once

Ten minutes of setup makes the difference between a prompt library you read and a system you use.

1. **Create a Project in Claude** — one per account, or one for your whole book if you're in-house. Everything below lives in it.
2. **Add your context to the Project instructions.** Your business model, your average order value, your contribution margin, your CAC ceiling, your market, your brand terms. Do this once and every prompt afterwards gets sharper, because Claude stops guessing at things you already know.
3. **Upload your last full export** — search terms, campaign report, change history. Now the prompts have something to read.
4. **Fix your export routine before anything else.** Decide which reports get pulled, on what day, by whom. Every prompt here needs an input. Without a fixed pull, none of them run — and this becomes another folder you never open.
5. **Run cluster 01 first.** It tells you which cluster to run second.

Ten rules that make these work

1. **Paste real data, not descriptions of data.** "My CPA is high" gets you a generic answer. A 90-day export gets you your answer.
2. **Always ask it to rank by money.** Twelve small problems and one large one is not thirteen problems.
3. **Give it the constraint before you ask for the recommendation.** Your CAC ceiling, your budget cap, your inventory position. Otherwise you get advice for a business that isn't yours.
4. **Tell it to flag what it can't conclude.** This one line — *say "insufficient data" rather than guessing* — is in almost every prompt here. A fluent wrong answer is worse than no answer, and language models are built to be fluent.
5. **Check every calculation.** Anything in cluster 08 produces a number that will drive spend. Verify it in a spreadsheet. Ask for the formula alongside the result.
6. **State the volume floor.** Nothing conclusive from four conversions. Tell it what your minimum is, or it will happily rank noise.
7. **Date-stamp every output.** These read a snapshot, not your live account. An answer from a stale export is just a confident guess.
8. **Keep the human decision.** These prepare and rank. You approve and implement. That line does not move.
9. **Ask it to argue against itself.** "What's the strongest case that this recommendation is wrong?" is the highest-return follow-up in this document.
10. **Log what you changed and why.** Then, in a fortnight, paste the log back in and ask what actually happened. That's how the system gets smarter than the prompts.



CLUSTER 01 · 8 PROMPTS

Account Audit & Waste

Where the money is draining out right now. Run this cluster first — everything else is easier once you know what is already broken.

01 The 30-Minute Full Account Audit

Use when *New account, quarterly review, or the first thing you do on a Monday you've been dreading.*

Paste in 90-day campaign report — cost, clicks, conversions, conversion value, search impression share, IS lost to budget, IS lost to rank.

You are a senior paid search analyst reviewing an account you have never seen. I'm pasting a 90-day campaign report below.

Produce: (1) a red/amber/green status per campaign; (2) the five biggest problems ranked by rupees at risk, not by count; (3) for each problem, the specific next check to run.

Rules: rank everything by money. Do not recommend a budget increase without knowing my CAC ceiling — ask for it instead. If a finding rests on fewer than 30 conversions, say so and mark it low confidence. Where the data can't support a conclusion, write "insufficient data" rather than guessing.

02 Wasted Spend Finder

Use when *Monthly. This is the prompt that pays for the rest of them.*

Paste in 90-day search terms report, placement report, and geo + device splits.

Find the spend that produced nothing.

From the data below, isolate everything with zero conversions across 90 days where clicks exceed three times the account's average clicks-to-conversion.

Then segment the waste by cause: irrelevant query, wrong geography, wrong device, junk placement, out-of-catalogue product. For each bucket give me the recoverable rupees per month and the exact action — negative keyword, placement exclusion, bid adjustment, or pause.

Separate 'cut now' from 'cut but watch', because some zero-conversion terms carry assist value. Tell me which bucket each falls in and why.



03 Impression Share Diagnosis

Use when *When volume is flat and you're about to guess at the reason.*

Paste in Campaign report with Search IS, IS lost (budget), IS lost (rank), Top IS, Abs Top IS, average CPC.

Impression share lost to budget and impression share lost to rank need opposite fixes. Tell me which one I have.

For each campaign below: split lost IS by cause. For budget-lost share, estimate the incremental spend needed and what it would return at current CPA. For rank-lost share, tell me whether the likely cause is bid, ad relevance, or landing page experience — and what evidence in this data supports that.

Flag any campaign where both exceed 20%. That's structural, not a lever, and I want it called out separately.

04 Change History Interrogator

Use when *Before a review meeting, or when you've inherited an account and nobody can explain it.*

Paste in 90-day change history export.

Establish what was actually done to this account and by whom.

From the change history below: count changes by user, by type and by week. Flag high-impact changes made without an obvious rationale. Identify dormant periods on campaigns that were underperforming at the time.

Then map every bid strategy, target and budget change against the 7–14 day learning window it triggers, and tell me how many days each campaign spent in learning. Flag anything changed more than once per fortnight — that account never stabilises, and that is a process problem, not a bidding problem.

05 Auto-Applied Recommendations Check

Use when *Once. Then every quarter. This is the fastest source of unexplained spend in most accounts.*

Paste in Screenshot of the auto-apply settings page, plus change history filtered to changes made by Google.

Find the changes the platform made to this account that nobody approved.

List every auto-apply toggle currently switched on. Then classify every auto-applied change in the history below as benign, spend-expanding, or targeting-expanding (broad match additions, display expansion, similar audiences).

Give me a keep-or-kill call on each toggle with a one-line reason, and a list of already-applied changes worth reversing. If you can estimate the spend attributable to auto-applied changes from this data, do it. If you can't, say so.



06 Budget Pacing & Burn Rate

Use when *Mid-month, when someone asks whether you're on track.*

Paste in Month-to-date spend by campaign, monthly budget, and the same period last month.

Tell me whether I'm pacing correctly and where the risk sits.

From the data below: project month-end spend per campaign at current burn rate. Flag campaigns that will overshoot and campaigns that will underspend. Identify which are limited by budget and still performing above target — those are the ones to feed.

Give me a reallocation that holds total spend flat, with the expected conversion delta. Don't propose increasing total budget unless I've given you a CAC ceiling to test it against.

07 Duplicate Coverage Detector

Use when *When CPCs creep up and you can't work out why.*

Paste in Keyword lists across all campaigns, plus search terms mapped to keywords.

Find where this account is bidding against itself.

From the data below: identify identical or near-identical keywords appearing in more than one campaign; queries being served by more than one campaign type; and any PMax versus Search overlap on the same terms.

Give me a deduplication plan with explicit traffic-routing rules — which negatives to add where, which campaign should own which query, and what to set as brand exclusions. Tell me the order to make the changes in so I don't reset learning across everything at once.

08 Account Settings Safety Sweep

Use when *Every new account, before you touch anything else.*

Paste in Campaign settings export or screenshots for every campaign.

Check the default settings that quietly spend money in places nobody chose.

For every campaign below, check and report on: Search Partners on/off, Display Network expansion on Search campaigns, location targeting set to 'presence' versus 'presence or interest', language settings, ad rotation, and final URL expansion.

Give me a per-campaign correction checklist. For each item, state what the setting currently is, what it should be, and what specifically goes wrong if it's left as-is. Where a setting is defensible either way, say so rather than issuing a blanket rule.



CLUSTER 02 · 8 PROMPTS

Search Terms & Keywords

The report everyone knows they should read line by line and nobody does. This cluster reads it for you.

09 Search Terms Triage

Use when Weekly. Fifteen minutes, and it replaces the job you keep postponing.

Paste in 30–90 day search terms report with cost, clicks, conversions, conversion value, matched keyword and match type.

Read this search terms report line by line and sort it into four action lists.

Bucket every term as: converting, spending-without-converting, informational, competitor, brand, irrelevant, or out-of-catalogue.

Then give me four lists — add as keyword, add as negative, watch, no action — each sorted by rupee impact. For anything in the 'add as negative' list, specify the match type of the negative and which campaigns it should attach to.

Surface separately any converting term that does not yet exist as a keyword in the account. That's free money.

10 The Negative Keyword List Builder

Use when After your first triage, then monthly to maintain.

Paste in Existing negative lists, search terms report, your product/service catalogue, brand and competitor names.

Turn my scattered negatives into shared, maintained lists.

First, audit my existing negatives for over-blocking — anything that is quietly suppressing converting terms. List those to remove.

Then build themed shared lists: irrelevant intent, jobs and careers, free and DIY, competitor, out-of-catalogue, geography mismatch. Use phrase match for themes and exact for single high-risk terms, and tell me why for each.

Finally, give me an attachment map — which list goes on which campaign type. Never attach a general list to a brand campaign, and flag it if my current setup does.



11 Brand vs Non-Brand Splitter

Use when Before any performance conversation. Especially one you're walking into confident.

Paste in Search terms and keyword reports, plus your brand name variations and common misspellings.

Strip brand out and show me what's actually happening.

Classify every term below as brand, brand-plus-modifier, competitor, or generic. Then recompute ROAS, CPA and revenue with brand removed entirely, and show me blended versus non-brand side by side.

Tell me what share of reported performance is demand the business already owned. If brand and non-brand currently share campaigns or budgets, say so and recommend the split.

Be blunt about this. If the non-brand numbers are bad, I need to know now rather than in a client meeting.

12 Search Query Intent Classifier

Use when When conversion rate is poor but traffic volume looks healthy.

Paste in Search terms report with conversion data and the landing page each term currently reaches.

Match my message to what the searcher is actually trying to do.

Tag each term below by intent: transactional, comparison, research, support, navigational. Compute conversion rate and average order value by intent class.

Then map each class to the page it currently lands on and flag every mismatch — research intent hitting a product page, transactional intent hitting a blog post.

Finish with one ad copy angle per intent class, written in plain language, not marketing language.

13 Match Type Reviewer

Use when When broad match is on and you're not sure it's earning its place.

Paste in Keyword report with match type, search terms mapped to keywords, cost and conversions by match type.

Check whether my match types are doing the job I chose them for.

Measure how far broad match is travelling from intent — show me the worst drift examples. Compare CPA and conversion rate across exact, phrase and broad for the same keyword theme. Identify internal competition where one query is served by multiple match types.

Then give me a written rule for where broad match is permitted in this account, based on conversion signal available. If a campaign doesn't have enough conversion volume to steer broad match, say so and tell me the number it needs to hit first.



14 Keyword Gap vs Competitor

Use when *Quarterly, or when a rival suddenly shows up everywhere.*

Paste in Your keyword list, plus a competitor's visible keywords from any tool you use, plus your product/service list.

Find the demand my competitor is capturing that I'm not.

Compare the two keyword sets below. Give me: terms they cover and I don't, split into ones I should cover and ones I shouldn't; terms we both cover where their position looks stronger; and terms I cover that they've ignored, which may be an opportunity or may be a warning.

For each gap I should close, estimate the intent quality from the term itself and tell me which existing ad group it belongs in. Do not recommend adding a term just because a competitor has it — say explicitly which ones I should let them keep.

15 New Keyword Harvest

Use when *Fortnightly. Turns your own search terms report into your expansion roadmap.*

Paste in Search terms report filtered to terms with at least one conversion, plus your current keyword list.

Turn converting queries into keywords.

From the data below, find every term that converted and is not already an exact-match keyword. For each: recommend the match type to add it as, the ad group it belongs in, and a starting bid rationale based on its observed CPA.

Group the additions into themes rather than dumping a flat list, and tell me if any theme is large enough to deserve its own ad group or campaign. Flag any term where the conversion count is too low to justify acting yet, and tell me what number to wait for.

16 Competitor Term Business Case

Use when *Before you bid on a rival's name, or before you stop.*

Paste in Search terms filtered to competitor names, auction insights, and cost/conversion data on those terms.

Decide with numbers, not ego, whether bidding on rivals is worth it.

Isolate competitor-term spend, conversion rate, CPA and average order value from the data below, and compare it against my non-brand generic performance.

Then read the auction insights and tell me who is bidding on my brand. Model the cost of defending my own brand terms against the cost of attacking theirs.

Give me a continue / reduce / exit call per competitor with the reasoning shown. If the honest answer is that this is vanity spending, say that.



CLUSTER 03 · 8 PROMPTS

Ad Copy & Creative

Copy that sounds like a person wrote it, tested properly, matched to the page it lands on.

17 RSA Writer in Your Voice

Use when New ad groups, or when your RSAs read like every other RSA in the auction.

Paste in Three of your best-performing existing ads, your landing page copy, your top converting search terms, and your actual differentiators.

Write responsive search ads that sound like us, not like an AI wrote them.

First, read the three ads and the landing page below and describe our voice back to me in three bullets. If our current voice is generic, say so — don't flatter it.

Then write 15 headlines and 4 descriptions for this ad group. Rules: include our actual differentiators, not category clichés. No 'unlock', 'elevate', 'seamless', 'game-changing'. At least four headlines must contain a specific number, name or fact. At least three must directly answer an objection.

Mark which headlines to pin and to which position, with the reason.

18 Asset Grader & Pinning Plan

Use when When Google labels half your assets 'Low' and you want to know what to actually do about it.

Paste in Asset performance report with ratings, plus impressions and conversions where available.

Grade my assets and give me a replacement plan.

For every asset below: state whether to keep, rewrite, or remove, and why. Where an asset is rated Low but has served meaningful volume, tell me whether the problem is the message, the specificity, or the overlap with another asset.

Then write replacements for everything you'd remove.

Finally, give me a pinning plan. Be conservative — tell me which positions genuinely need pinning for compliance or coherence, and which should be left free so the system can do its job. Explain the trade-off you're making.

19 Ad-to-Landing-Page Message Match

Use when When click-through is fine and conversion rate isn't.

Paste in Your ad headlines and descriptions, and the headline plus first screen of the landing page they point to.

Check whether my ad keeps the promise my page makes.



Compare the ads and the landing page below. Tell me: does the page headline echo the ad headline, or does the visitor have to work out they're in the right place? Is the offer stated in the ad visible without scrolling? Do the words differ in a way that creates doubt?

Give me a match score out of 10 with the reasoning, then rewrite either the ad or the page headline — whichever is cheaper to change — so they line up. Say which one you chose to change and why.

20 Headline Angle Generator from Reviews

Use when *When you've run out of angles and are rewriting the same ad in different words.*

Paste in 30–50 customer reviews, support tickets, or sales call notes. Real customer language, not marketing copy.

Mine my customers' own words for ad angles.

From the reviews below, extract: the five phrases customers use most often to describe the benefit; the three objections that come up before purchase; the one thing they're relieved about after buying; and any word they use that we never use in our marketing.

Then write 10 ad headlines built from their language, not ours. Keep their phrasing wherever it fits the character limit.

List anything you found that contradicts our current positioning. That's the most useful output here, so don't soften it.

21 Creative Fatigue Detector

Use when *Weekly on Meta, monthly on Search. Before performance drops, not after.*

Paste in Ad-level performance over time — impressions, frequency, CTR, CPA, conversion rate by week.

Tell me which creative is dying and how fast.

For each ad below, plot the trend across the period and identify: frequency climbing, CTR sliding, CPA rising while conversion rate holds. Distinguish genuine fatigue from a general account-wide dip or a seasonal effect — check whether all ads moved together before you blame any single one.

Give me a rank order of what to refresh first, an estimated remaining runway for each, and the specific element to change — hook, image, offer, or format. Where volume is too thin to call it, say so instead of ranking it.



22 Ad Extension & Asset Audit

Use when *Quarterly. The cheapest unclaimed real estate in the auction.*

Paste in Current sitelinks, callouts, structured snippets, images, and their performance data.

Audit my ad assets for coverage and quality.

Check what's missing entirely, what's present but weak, and what's duplicating a message already in the ad copy. For sitelinks specifically, tell me whether each one goes somewhere a buyer would actually want to go, or somewhere the website happens to have a page.

Then write replacements for everything weak, plus the missing assets, in the correct character limits.

Rank the whole list by likely impact on click-through and qualification, and tell me which three to do first.

23 Objection-Handling Copy Set

Use when *Long consideration cycles, high ticket prices, or when people click and don't buy.*

Paste in Your top five customer objections, your pricing, and your competitors' pricing if you know it.

Write copy that handles the objection rather than ignoring it.

For each objection below, give me: a headline that acknowledges it directly, a headline that reframes it, and a description that resolves it with a specific fact rather than a reassurance.

Avoid defensive phrasing. 'No hidden fees' plants the idea of hidden fees — write the version that doesn't.

Then tell me which objections shouldn't be handled in the ad at all, because raising them pre-click costs more than it saves. Be specific about which and why.

24 Ad Copy Test Design

Use when *Before you start any test. Especially one you're excited about.*

Paste in Your test idea, current CTR and conversion rate, and monthly traffic volume for the ad group.

Design this test properly before I run it.

From the numbers below, calculate the sample size needed to read a meaningful result at a realistic effect size — not a hoped-for one. Tell me how long that will take at current traffic. If the answer is that this ad group will never generate a readable result, say so plainly and suggest what to test instead.

Then give me a one-line test contract: what's changing, spend cap, day cap, the kill number, the scale number, and the decision date.

Both numbers get written down before the test starts. That's the whole point.



CLUSTER 04 · 7 PROMPTS

Performance Max & Shopping

The campaign type built to hide its own workings, and the feed that quietly decides how much of it works at all.

25 PMax Black Box Breakdown

Use when When PMax is spending well and you can't explain why, which is most of the time.

Paste in PMax campaign report, asset group listing, listing group splits, asset performance ratings, and search themes.

Pull this Performance Max campaign apart and tell me what's actually inside it.

From the data below: break performance down by asset group and listing group. Identify which asset groups are carrying the campaign and which are riding on it. Check every asset group for full asset coverage — headlines, long headlines, descriptions, square, portrait and landscape images, logo, video — and list what's missing per group.

Then tell me which of my problems are actually structural (one asset group for the whole catalogue is the usual one) versus which are asset quality.

Where the reporting genuinely doesn't expose something, say so rather than inferring it.

26 Asset Group Structure Planner

Use when Before you launch PMax, or after the black box breakdown tells you it's one big blob.

Paste in Your product catalogue with margin and price bands, plus current PMax structure if any.

Design the asset group structure for this campaign.

From the catalogue below, propose asset groups that reflect real commercial segmentation — margin band, price band, category, or seasonality — and explain the logic you chose over the alternatives.

For each group, specify: the listing group split, the audience signal, the search themes, and the messaging angle the creative should take.

Then tell me the minimum conversion volume each group needs to be viable. If my catalogue can't support the number of groups you'd ideally recommend, say so and give me the version that actually works at my volume.



27 Product Title Rewriter

Use when *Once properly, then whenever the catalogue changes. Highest-return feed work there is.*

Paste in Product feed export with titles, brand and attributes, plus your top converting search queries by product.

Rewrite these product titles so they contain the words buyers actually type.

First, extract the high-intent query patterns from the search data below and tell me the title formula that fits this category — typically brand, product type, key attribute, size or colour, then model.

Then rewrite each title, front-loading the first 70 characters, stripping promotional language and anything that risks disapproval.

Output as a two-column table: item_id and new title, ready to paste into the feed. Add a third column scoring the keyword coverage gain, and flag any title where the source data was too thin to improve it.

28 Feed Attribute Auditor

Use when *When impressions are lower than the catalogue deserves and nothing is technically disapproved.*

Paste in Full feed export and Merchant Center diagnostics.

Find the missing and malformed fields that are suppressing my impressions without showing an error.

Check completeness across required and recommended attributes: GTIN, MPN, brand, condition, availability, Google product category, product type, colour, size, age group, gender, shipping, tax. Validate formatting — currency, price parity with the site, image URL validity.

Rank every gap by the revenue of the SKUs it affects, not by the number of SKUs.

Separate hard disapprovals from soft suppressions. The second group is bigger, less visible, and usually where the volume is.

29 Dark SKU Finder

Use when *Monthly. There is almost always more of your catalogue invisible than you think.*

Paste in Product-level performance report by item_id, plus your complete catalogue list.

Find the products getting no impressions at all.

Join the catalogue against the served items below and identify every zero-impression SKU. For each, classify the likely cause: disapproved, out of stock, excluded by a campaign filter, priced out of the auction, or poor title.

Then give me the catalogue concentration ratio — what share of spend sits on what share of products — and the revenue represented by the dark SKUs.

If you can't determine the cause for a SKU from this data, put it in an 'unknown, needs checking' list rather than assigning a guess.



30 Custom Label Schema Builder

Use when Before you build Shopping or PMax structure. This is the layer everything else depends on.

Paste in Catalogue with cost price, margin, stock age, seasonality flag and bestseller flag.

Design my custom label schema.

I have five labels and more than five things I could segment by. Tell me which five decisions actually matter for this catalogue, and assign label_0 to label_4 accordingly — typically margin band, price band, stock age, seasonality, and performance tier.

For each label, define the exact numeric rule for each band, so the labels can be regenerated later without anyone making a judgement call.

Then map the labels onto campaign and asset group structure, and tell me the refresh cadence each one needs. A stock-age label that's updated quarterly is worse than no label at all.

31 PMax vs Search Cannibalisation

Use when When Search volume drops after a PMax launch and everyone calls it a coincidence.

Paste in Search and PMax performance before and after PMax launch, plus brand term performance.

Tell me whether Performance Max is finding new demand or eating my Search campaigns.

Compare the periods below. Look at total account conversions, not campaign-level conversions — if Search fell by roughly what PMax gained, that's reallocation, not growth.

Check brand specifically: is PMax absorbing brand queries I was already winning cheaply?

Give me a verdict with the numbers behind it, plus the specific controls to apply — brand exclusions, negative lists, campaign priorities. Be honest if the data can't separate the two effects cleanly. That's a common and important answer here.



CLUSTER 05 · 7 PROMPTS

Meta & Paid Social

Rival teardowns, hook banks, and the structural problems that get blamed on creative.

32 Competitor Ad Library Teardown

Use when *Monthly. Free competitive intelligence that most people never bother to collect.*

Paste in Screenshots or copied text of 15–30 live competitor ads from the Meta Ad Library, with their run dates.

Take these competitor ads apart.

Group them by hook type — problem-first, result-first, social proof, price, curiosity, identity. For each group, tell me what the underlying promise is beneath the wording.

Then identify: which ads have been running longest (that's their winner, and it's the only real performance signal the Ad Library gives you); what offer structure they lead with; which objection they handle earliest.

Finish with the gap — the angle none of them are using, and whether that's an opportunity or a sign it doesn't work. Say which you think it is.

33 Hook Bank from Winning Ads

Use when *When creative production is the bottleneck and the team keeps starting from blank.*

Paste in The ads that survived your teardown, plus your own top three performers.

Build me a reusable hook bank.

From the ads below, extract the underlying hook structures — not the copy, the structure. For example: 'specific number + timeframe + outcome' or 'the thing you're doing wrong + why'.

Give me 12 structures. For each: the pattern written as a template with blanks, one example from the source ads, and one written fresh for my product.

Then rank them by how well each suits my product specifically, and flag any that would land badly in my market or category. Not every hook that works for a US DTC brand works here.

34 Creative Brief from a Winner

Use when *When something works and you need three more like it without cloning it.*

Paste in The winning ad — copy, description of the visual, and its performance numbers.

Work out why this ad won, then brief me three more.



First, separate the variables: hook, visual, offer, format, audience, landing page. Tell me which one you believe is doing the work and what evidence supports that. Be explicit about how confident you are — with one ad, you're inferring, and I'd rather know that.

Then write three creative briefs that hold the winning variable constant and change something else. Each brief: the hook, the visual direction, the first three seconds if it's video, the on-screen text, and the specific thing being tested.

Also tell me the one test that would actually isolate the winning variable, if I were willing to spend on finding out.

35 Meta Campaign Structure Reviewer

Use when *When performance is inconsistent and you suspect the structure, not the creative.*

Paste in Campaign, ad set and ad structure with spend and results at each level.

Review this Meta account structure for the problems that get blamed on creative.

Check for: ad sets below the volume needed to exit learning; too many ad sets splitting the same audience; budget fragmented across ad sets that should be consolidated; overlapping audiences bidding against each other; and creative volume per ad set — too many ads means none of them get a fair read.

Give me a target structure and a migration order that doesn't reset everything simultaneously.

For each change, tell me what I should expect to see and by when. If I don't see it, the diagnosis was wrong and I want to know that early.

36 Audience Overlap & Fragmentation

Use when *When CPMs rise and you've added audiences recently.*

Paste in Audience definitions, ad set spend, and overlap data if you have it.

Tell me where my audiences are competing with each other.

From the definitions below, identify likely overlap between ad sets — same people, different targeting logic. Estimate the severity from the definitions where I don't have overlap data, and be clear that it's an estimate.

Then tell me which ad sets to merge, which to keep separate, and which exclusions to apply so they stop bidding against each other.

Also flag any audience too small to be viable, and any that's so broad it's effectively no targeting at all — which is fine if it's deliberate and expensive if it isn't.



37 Meta Creative Fatigue Read

Use when *Weekly. Meta fatigues faster than search, and the numbers tell you before the results do.*

Paste in Ad-level frequency, CTR, CPM, CPA and conversion rate by week for the last 8 weeks.

Read the fatigue curve on each of these ads.

For each: identify the week performance peaked, the current trajectory, and the estimated remaining runway. Distinguish fatigue (frequency up, CTR down, CPA up) from an auction shift (CPM up across everything) and from a landing page or seasonal problem (CTR holding, conversion rate falling).

Those three need completely different responses, so tell me which one I'm looking at before recommending anything.

Then rank the refresh queue and tell me what to change on each — hook, visual, format, or offer.

38 Landing Experience for Social Traffic

Use when *When Meta traffic converts far worse than search traffic and you've blamed the audience.*

Paste in Your landing page copy and structure, the ads driving to it, and conversion rate by traffic source.

Social traffic and search traffic arrive in completely different states of mind. Check whether my page accounts for that.

Search traffic already knows it has the problem. Social traffic didn't wake up looking for me.

Review the page below against the ads driving to it and tell me: does the page re-establish the problem before offering the solution, or does it assume intent the visitor doesn't have? Is the first screen doing the job the ad started, or restarting it?

Give me the specific rewrite for the first screen, plus what I'd need to change if I ran a separate page for social traffic — and whether that's worth the maintenance.



CLUSTER 06 · 5 PROMPTS

Landing Page & Post-Click

A large share of what gets diagnosed as a media problem happens after the click. This cluster checks that before you optimise anything upstream.

39 Post-Click Diagnosis

Use when Before you touch bids, budgets or targeting on an underperforming campaign.

Paste in Landing page report with conversion rate, bounce and speed, plus device split and the ads pointing to each page.

Tell me whether my problem is before the click or after it.

Compare conversion rate by landing page against the account average. For each underperforming page, work through in order: message match with the ad, load speed (mobile first), form or checkout friction, and cost or condition revealed late.

Rank the fix list by revenue impact — a page taking 40% of spend at half the average conversion rate outranks five small ones.

And tell me explicitly which campaigns I should stop optimising until the page is fixed, because media work on a broken page is wasted work.

40 Landing Page Copy Rewrite

Use when When the page is technically fine and still doesn't convert.

Paste in Full landing page copy, the ads driving to it, and your top three customer objections.

Rewrite this page so it answers the question the visitor actually arrived with.

First tell me, in one sentence, what promise the ad made — then tell me how far down the page that promise is kept. If it isn't kept, that's the finding.

Rewrite: the headline, the subhead, the first paragraph, the three benefit statements, and the primary call to action. Use the customer's language rather than ours. Handle the top objection above the fold.

Give me the current and new version side by side with a one-line reason for each change, so I can argue with your reasoning rather than just accepting the copy.



41 Form & Checkout Friction Audit

Use when *High traffic, high intent, and people leave anyway.*

Paste in Your form fields or checkout steps in order, plus drop-off data by step if you have it.

Find the friction I've stopped noticing because I built it.

Go through the steps below and flag: every field that isn't needed to fulfil the order or qualify the lead; every step that could be merged; every point where a cost, condition or requirement appears for the first time; and anywhere the user has to make a decision without the information to make it.

Rank the fixes by expected recovery against implementation effort.

For lead forms specifically, tell me which fields are there for sales convenience rather than qualification. Those are the expensive ones.

42 Mobile Experience Check

Use when *When mobile conversion rate trails desktop by more than the gap in your category.*

Paste in Mobile versus desktop conversion rate, average order value and bounce; Core Web Vitals; a description or screenshot of the mobile page.

Tell me whether my mobile problem is a bid adjustment or a build problem.

First check whether the gap is genuine or an attribution artefact — mobile discovery leading to desktop purchase is common and routinely misread as mobile underperformance. Look for assist patterns before concluding anything.

If the gap is real, work through: load speed against the Core Web Vitals thresholds, tap target sizing, form usability on a small screen, and how much scrolling happens before the primary action.

Give me the verdict — bid down, or fix the page — with the reasoning. Those cost very different amounts, so I want you to commit to one.

43 Post-Click Test Backlog

Use when *When you have ten page ideas and time for two.*

Paste in Your list of page ideas, traffic volume per page, current conversion rates, and build effort estimates.

Turn this pile of ideas into a sequenced queue.

Score each idea on impact, confidence and effort. Then — and this matters more — check each one has enough traffic to produce a readable result at all. Kill anything that doesn't, and tell me plainly that it can't be tested at my volume.

Sequence the survivors so overlapping tests don't contaminate each other, and attach a kill number and a scale number to each.

Output as a table with owner and decision date columns left blank for me to fill in. I'll fill those in; you shouldn't invent them.



CLUSTER 07 · 6 PROMPTS

Measurement & Tracking

Every decision in every other cluster rests on these being sound. In most accounts, they aren't, and nobody checks until the numbers stop matching the bank.

44 Conversion Reconciliation

Use when *First thing on any new account. Then monthly. Nothing else matters if this is broken.*

Paste in Google Ads conversions and value by day, GA4 data for the same period, and your backend or store order export including refunds.

Reconcile what the platform reported against what the business actually banked.

First, align the date ranges, time zones and attribution basis — conversion time versus click time creates phantom gaps that people spend weeks chasing. Tell me if that alignment alone explains part of the variance.

Then compare order counts and revenue across all three sources and attribute the gap to specific causes: modelled conversions, cross-device, consent loss, duplicate tag firing, tag misfire, returns.

Give me the reconciliation as a table, the explained variance, and the unexplained remainder. Recommend an acceptable variance band going forward and the threshold at which I should be alarmed.

45 Attribution Window Review

Use when *When your consideration cycle and your measurement window have never been compared.*

Paste in Path length and time lag reports, plus the window configured on every conversion action.

Check whether my measurement window matches how people actually buy this.

From the time lag data below, tell me what share converts after day 7, day 14 and day 30. Compare that to the click-through and view-through windows currently set on each conversion action.

Flag any inconsistency between conversion actions — mismatched windows across actions is common and quietly distorts everything downstream.

Then model how my reported performance would shift under a corrected window, so I know whether I'm about to make my own numbers look worse and can explain why before anyone asks.



46 New vs Repeat Customer Filter

Use when *When you're proud of your CAC and haven't checked who's actually in it.*

Paste in Conversion data split by new versus returning customer, or your CRM order data joined to ad-attributed orders.

Tell me what share of my ad-attributed conversions are people who would have bought anyway.

From the data below, quantify the new versus repeat split on ad-driven orders and recompute CAC on new customers only.

Then specify how to configure a new-customer conversion action or acquisition goal, and what value differential to set between a new and a repeat order.

Show me both CAC numbers side by side. If the gap is large, say so directly — that's the number the business actually needs and it's usually worse than the reported one.

47 Conversion Action Hygiene Audit

Use when *Every quarter, and any time conversions jump for no obvious reason.*

Paste in List of all conversion actions with their settings — counting method, value, window, inclusion in bidding, primary/secondary status.

Audit every conversion action in this account.

For each: is it counting once or every, and is that right for what it measures? Does it have a value, and is that value real or invented? Is it included in 'Conversions' and therefore steering bidding — and should it be?

Flag: soft actions like page views or button clicks polluting the bidding signal; duplicate actions counting the same event twice; anything with a placeholder value someone set once and forgot.

Give me the corrected configuration as a table, and tell me which changes will visibly move my reported numbers so I can warn people first.

48 Offline Conversion Import Plan

Use when *Lead generation, long sales cycles, or anything that doesn't close on the website.*

Paste in Your CRM stages and definitions, GCLID capture status, and average value per stage.

Design the offline conversion import that teaches bidding what a good lead looks like.

First, verify GCLID and GBRAID capture through the full funnel — this is where most implementations fail, so check it before designing anything else and tell me what to test.

Then map my CRM stages to conversion actions with values, define the upload mechanism and cadence, and specify which stage should be the primary bidding signal.

Give me the spec in a form I can hand to a developer, plus a validation test to confirm it's working. Without this, I'm optimising for lead volume and paying for the wrong leads.



49 Consent & Enhanced Conversions Check

Use when Before you conclude anything about a performance drop that started when your cookie banner changed.

Paste in Your CMP configuration, Consent Mode status, enhanced conversions status, and regional traffic mix.

Check whether my measurement holds up under consent constraints.

Verify: consent signals are being transmitted; modelling is active; enhanced conversions for web (and for leads, if relevant) are configured; and tags behave correctly under both grant and deny states.

Quantify what share of my reported conversions are modelled rather than observed, if the data allows it.

Then tell me what this means for how much I should trust day-to-day fluctuations in the numbers. If a meaningful share is modelled, small daily swings are noise and I should stop reacting to them.



CLUSTER 08 · 8 PROMPTS

Profitability & Budget

The cluster most operators skip, because it needs data the business has never been asked for. It is also the one that changes what every other cluster is aiming at.

50 Contribution Margin Calculator

Use when *Once, properly. Nothing else in this cluster works without it.*

Paste in Selling price, cost of goods, shipping, payment gateway and COD fees, packaging, returns cost and average discount — per SKU or per category.

Build my contribution margin from the ground up.

From the costs below, construct the per-unit waterfall from gross price to contribution. Show every deduction as a separate line so I can argue with each one.

Calculate margin at list price and again at average realised price after discounting — the second number is the real one and it's usually a lot worse.

Weight by sales mix for a blended figure, and flag every SKU with negative contribution once returns are accounted for.

Show your arithmetic. I'm going to check it in a spreadsheet, and you should assume I will.

51 Break-Even & Target ROAS

Use when *Whenever someone sets a ROAS target by copying last month's number.*

Paste in Your contribution margin percentage, return rate, and required profit contribution.

Derive my ROAS target from the P&L rather than from habit.

Calculate break-even ROAS from contribution margin ($1 \div \text{contribution margin \%}$). Then layer required profit contribution on top. Then adjust for return rate and payment or COD costs.

Give me the target per margin band, not one number for the whole account — a 60% margin product and a 20% margin product should never share a target.

Finally, tell me the maximum step size for changing a live target (usually 10–15%) and the schedule to move from my current target to the correct one without resetting learning.



52 CAC Ceiling Setter

Use when *Before you agree to any spend increase.*

Paste in Contribution margin, average order value, repeat purchase rate, gross margin on repeat orders, and how long you can wait to get the money back.

Set the maximum I can afford to pay for a customer, with the reasoning attached.

Calculate two ceilings: first-order CAC (contribution on a single order), and LTV-informed CAC using observed repeat behaviour, discounted appropriately.

Then tell me which one I should actually operate to, based on my cash position — not which one is more flattering. If my repeat data is thin or optimistic, use the first-order ceiling and say why.

Translate the chosen ceiling into a target CPA and target ROAS per segment, so it becomes something I can put into the account tomorrow.

53 Payback Period Model

Use when *When someone says 'we'll make it back on repeat purchases' without a number.*

Paste in CAC, first-order contribution, cohort repeat purchase data by month, and gross margin.

Tell me how long the business waits to get its acquisition money back.

Build a cohort contribution curve month by month from the data below. Find the month cumulative contribution crosses CAC. Then test sensitivity: what happens if repeat rate is 20% lower than observed, and what happens if margin drops 5 points.

Compare the payback period against my working capital availability and tell me the maximum sustainable CAC at my actual cash tolerance — not the theoretical one.

If the repeat data doesn't cover enough months to model this honestly, say so and tell me what I'd need.

54 Budget Reallocation Planner

Use when *Monthly. Move money to where the next rupee earns most, not where the average looks best.*

Paste in Campaign-level spend, conversion value, CPA trend over time, IS lost to budget, and your total budget cap.

Reallocate my budget based on marginal return, not average return.

From the data below, estimate the marginal return curve per campaign — where is each one on the diminishing returns curve? Average CPA hides this completely and is why most reallocations fail.

Identify budget-capped campaigns still performing above my CAC ceiling (feed these) and campaigns past the point of diminishing returns (starve these).

Give me a from-and-to table holding total spend flat, with the expected conversion delta and a staged implementation order. Don't propose growing total spend unless the marginal maths genuinely supports it.



55 Spend Ceiling Calculator

Use when Before a scale-up conversation, so it's a numbers conversation rather than an optimism one.

Paste in Contribution margin, fixed cost base, CAC ceiling, and your historical CPA at different spend levels.

Find the spend level above which growth starts destroying profit.

Model CPA inflation as volume scales — CPA is not constant, and treating it as constant is the most common planning error I see. Use my historical data below to estimate the curve.

Find the point where marginal CAC meets my CAC ceiling. Sanity-check it against cash conversion cycle and inventory.

Give me three numbers — daily, monthly and peak-season ceiling — with the assumptions written underneath each, and the conditions that would require revisiting them.

56 Net-of>Returns Performance by Region

Use when Any market with meaningful returns or cash on delivery. This one reorders league tables.

Paste in Orders and returns by region, category and payment method.

Restate my performance net of returns.

Compute return rate and net contribution by region and by category from the data below. Isolate the cash-on-delivery effect on returns and return-to-origin specifically.

Then restate ROAS net of returns by segment and show me the before-and-after ranking side by side.

I'm specifically looking for the segments that look profitable gross and are loss-making net. Name them explicitly and quantify the monthly cost of continuing to bid there — that's the finding I'm buying with this prompt.

57 Discount Stacking Check

Use when When revenue is up, margin is down, and nobody can explain the gap.

Paste in Order-level data with all discounts applied, coupon codes, shipping subsidy and gateway fees.

Find the orders where every promotion applied at once and the margin disappeared.

Reconstruct realised margin per order after every stacked discount. Identify the specific combinations that push contribution below zero — code plus automatic discount plus free shipping is the usual culprit.

Quantify what share of ad-driven orders are affected and the monthly margin cost.

Then model what stacking rules would recover, including the likely volume cost of imposing them. Give me both sides of that trade, not just the margin saving — I need to decide, not be sold.



CLUSTER 09 · 8 PROMPTS

Reporting, Strategy & Competitor Intel

Turning the work into something a decision-maker can act on — and the questions you should be answering before anyone thinks to ask them.

58 The Monday Report

Use when *Monday morning, before you open the dashboard.*

Paste in Last week versus prior week performance, plus month-to-date against target.

Write my Monday report.

Structure: (1) the one number that matters this week and whether it moved; (2) three things that changed and why; (3) three things I'm doing this week, with the expected effect; (4) one risk with an owner and a date.

Rules: lead with the commercial outcome, not platform metrics. Separate brand from non-brand if the data allows. If something got worse, say it in the first two lines, not the last.

Maximum 250 words. If it needs more than that, I haven't understood it well enough yet.

59 Executive One-Pager

Use when *Monthly, for anyone who doesn't live in the ad account.*

Paste in Period performance against target, decisions taken, risks, and next period plan.

Compress this account into what a founder actually needs to know.

One page. Lead with the commercial outcome. State performance against target with the variance explained in a single sentence. Name the three decisions taken this period and the three that need taking next. State risks with an owner and a date against each.

No platform jargon — no impression share, no learning phase, no asset groups. If a concept genuinely can't be translated, leave it out rather than explaining it.

Write it so someone who has never opened Google Ads can act on it.

60 Question Pre-Empt

Use when *The day before a client or board review. Uncomfortable and worth it.*

Paste in The report you're about to present, plus your change history and performance against target.

You are the sharpest, least forgiving client I have. Read the report below and interrogate it.



Generate the ten questions you'd ask, ordered by how much they'd hurt. For each: what a good answer looks like, and what a deflection looks like.

Specifically check: is brand separated from non-brand, or is brand inflating the headline? Do the numbers reconcile with what the business actually banked? Were last period's commitments reported against, or quietly dropped?

Don't be polite about this. I would rather find the hole now than in the meeting.

61 90-Day Growth Plan

Use when *New account, new quarter, or new budget.*

Paste in Current performance, targets, budget, constraints, and what you've already tried.

Build me a 90-day plan that survives contact with reality.

Structure it in three phases with a specific goal each. For each phase: the two or three things that get done, who needs to do them, what has to be true first, and how I'll know whether it worked.

Sequence dependencies properly — don't put budget scaling before measurement is fixed, and don't put structure changes in the same fortnight as bid strategy changes.

Be explicit about what I'm choosing not to do. A plan without exclusions isn't a plan, it's a wish list.

62 Test Backlog Prioritiser

Use when *When you have twenty ideas and capacity for four.*

Paste in Your test ideas, traffic volume per area, expected effect size, build effort, and current performance gaps.

Turn these ideas into a sequenced queue.

Score each on impact, confidence and effort. Then check each one has enough traffic to produce a readable result — kill anything that doesn't and say so plainly rather than ranking it low.

Sequence the survivors so overlapping tests don't contaminate each other, and attach a kill number and a scale number to each.

Tell me which single test I should run first and why it beats the others. If two are genuinely close, say that instead of manufacturing a difference.

63 Competitor Teardown

Use when *Quarterly, or when a rival changes something and everyone panics.*

Paste in Competitor ad copy, landing pages, pricing, offers, and auction insights data.

Take this competitor apart.

Cover: their positioning in one sentence; the offer structure they lead with; who they're actually targeting



versus who they claim to; their pricing strategy and what it implies about their margin; and the objection they handle first, which tells you what they lose deals on.

Then give me: where they're stronger, where they're weaker, and the one gap worth attacking.

Be honest where they're better than us. A teardown that concludes we're winning everywhere is a teardown that wasn't done properly.

64 Festive & Seasonality Plan

Use when *Six weeks before your peak. Not two.*

Paste in 24 months of weekly performance, your festive and sale calendar, inventory plan, and total peak budget.

Plan my peak season so the algorithm is already warm when demand arrives.

From the historical data below, build a week-of-year index for spend, conversion rate and average order value, and identify the structural peaks — festive, end-of-season sale, payday cycles — separately from noise.

Then work backwards from peak dates to set a pre-peak ramp of 4–6 weeks so learning completes before demand arrives. Week-by-week budget steps, no larger than 20–30% each.

Include the post-peak taper. Everyone plans the ramp up and nobody plans the way down, which is why January looks like a cliff.

65 The Handover Document

Use when *Before leave, before an offboarding, or before you become the single point of failure.*

Paste in Account structure, current targets and why they're set there, active tests, known issues, and recent decisions.

Write the document that lets someone else run this account without calling me.

Cover: how the account is structured and why; what each campaign is for; the current targets and the reasoning behind each; what's under observation and must not be touched, with the date it can be reviewed; known issues and their status; and the three things most likely to go wrong, with what to do about each.

Write for someone competent who has never seen this account.

Then list what you couldn't document because it only exists in my head. That list is the actual risk.



Your first week

Sixty-five prompts is a library, not a to-do list. Here is the order that finds money fastest.

Day	Run	What you should have by the end of it
Monday	01, 02	A ranked list of every rupee currently producing nothing, with the action against each.
Tuesday	09, 10	Your negative lists rebuilt, and the converting queries you weren't bidding on.
Wednesday	44	The reconciliation between what Google reported and what the business banked. Do not skip this one.
Thursday	50, 51, 52	Contribution margin, break-even ROAS and CAC ceiling. Now every target has a reason.
Friday	39	Whether the problem was ever in the media at all.
Next Monday	58	A report that leads with the outcome instead of the dashboard.

One warning worth reading

Prompt 44 — the conversion reconciliation — has a habit of changing what everyone believed about an account before a single optimisation is made. Run it early. If the platform's numbers and the bank's numbers don't agree, every other finding in this document is provisional until they do.

The model isn't the edge. Everyone has the same one. The edge is the operator who built the system around it — and who kept running the checks on the week they didn't feel like it.



About the author



Chandan Kumar

Founder — Global Info Edge

New Delhi, India

linkedin.com/in/ckmehta · [Instagram @ckmehta](https://www.instagram.com/ckmehta)

ckumar.in/about/chandan-kumar · globalinfoedge.in

I've spent fifteen years running paid media for B2B, B2C and D2C brands, and I founded **Global Info Edge** in New Delhi in 2012 to do it at scale. We're a Google Premier Partner and a Meta Business Partner, working across Google Ads, Meta, SEO, web build and marketing automation.

These prompts aren't theoretical. Every threshold in them — the volume floors, the impression share splits, the learning-window rules, the margin maths — came out of accounts where getting it wrong cost somebody real money, usually mine before it was ever a client's.

Track record	
Ad spend managed	₹50 Cr+
Qualified leads generated	2.5 lakh+
Client revenue influenced	₹126 Cr+
Clients served	250+
Years in performance marketing	15+

Use it. Improve it. Tell me where I'm wrong.

This is free to read, quote and share with attribution. If you run one of these prompts and it surfaces something surprising, I'd genuinely like to hear about it — that's how the next version gets better.

If you'd rather someone ran all sixty-five against your account with you, that's what we do. Write to Support@globalinfoedge.com or find me on LinkedIn.



Chandan Kumar

Founder, Global Info Edge

Same model everyone else has.
The edge is the operator who built the system around it.

[linkedin.com/in/ckmehta](https://www.linkedin.com/in/ckmehta)

Instagram @ckmehta · ckumar.in/about/chandan-kumar

GLOBAL INFO EDGE

Saket, New Delhi · Support@globalinfoedge.com · +91 91559 93311

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