

FREE DASHBOARD · CHAPTER 10

THE 5-NUMBER MONDAY DASHBOARD

The 5 numbers to check in Meta Ads Manager every Monday morning. 6 minutes. Done. The owners who do this consistently spot problems 2 weeks before the owners who don't.

01

COST PER LEAD (CPL)

META ADS MANAGER · COLUMN: COST PER RESULT

WHAT TO CHECK

Average CPL across all active campaigns. Compare to last week, last month, and your target.

WHY IT MATTERS

CPL is the early warning system. Creative fatigue, broken pixels, audience saturation — all show up here first, before they show up in revenue.

RED FLAG

CPL up more than 30% over 7-day rolling avg, or above \$25 LASSO portfolio threshold. Investigate the same day.

LASSO TARGET: under \$25 CPL

02

CLICK-THROUGH RATE (CTR)

META ADS MANAGER · CTR (LINK CLICK-THROUGH RATE)

WHAT TO CHECK

CTR for each active ad. Sort high to low. Identify your top 2 and bottom 2 creatives.

WHY IT MATTERS

CTR tells you whether the creative is working before Meta has enough conversion data to optimize. A high CTR with low conversions = creative is great, landing page or offer is broken. Low CTR = the ad itself is the problem.

RED FLAG

CTR drops below 1% after first 5 days of an ad. The hook is stale. Pause, swap, or rotate the creative.

LASSO TARGET: 1.5%+ CTR

NUMBERS

3, 4, 5

03

LEAD VOLUME

META ADS MANAGER · RESULTS COLUMN

WHAT TO CHECK

Total leads generated this week vs same week last month. Compare against your target from the Budget Calculator.

WHY IT MATTERS

This is what you're paying for. If CPL is healthy but volume is low, your budget is too small. If volume is high but CPL is up, you've hit audience saturation — rotate creative or expand the audience.

RED FLAG

Volume drops more than 25% with no budget change. Check pixel health, ad approval status, and creative fatigue immediately.

LASSO TARGET: 40+ qualified leads/month per active gym

04

LEAD QUALITY

YOUR CRM · GHL OR EQUIVALENT

WHAT TO CHECK

Of last week's leads, how many booked an appointment? How many showed up? How many were SMS-verified (not bot/spam)?

WHY IT MATTERS

The danger of running ads is celebrating lead volume that doesn't convert. A spike in leads with low show rate usually means a targeting issue or a too-good-to-be-true offer attracting tire kickers.

RED FLAG

Booking rate below 40% or show rate below 50%. Audit the offer and audience, not the sales team.

LASSO TARGET: 50%+ booking rate, 50%+ show rate

WHAT TO CHECK

Total ad spend divided by total new members closed last week. This is the only number that matters in isolation.

WHY IT MATTERS

CPL can lie. CPM cannot. If you spent \$1,200 and signed 6 members, your CPM is \$200. Compare against your Average Member Value. If $CPM < \text{first-month membership value}$, the math works. If not, something upstream is broken.

RED FLAG

CPM exceeds your first-month membership value. You're paying more to acquire members than they pay you on day one. Cash flow gets ugly fast.

LASO TARGET: CPM under 60% of first-month member value

The Monday ritual: Open Ads Manager. Set the date range to "Last 7 Days." Look at these 5 numbers in this order. If all 5 are green, close the tab and go run your gym. If any are red, you've got your fix-it list for the week.