TECHNOCRATS DIGIMATE

PERFORMANCE MARKETING SURVIVAL KIT · VOL. 01

THE INTERVIEW FILTER

15 Paid Ads Interview Questions That Expose Fake Experts

Most "paid ads experts" can name every button in Ads Manager — and still can't explain why a campaign is bleeding money. This kit shows you the exact questions that separate operators from button-pushers, and how to answer them like a pro.

STUDENTS · JOB SEEKERS · FREELANCERS · JUNIOR MARKETERS · AGENCY INTERNS

A diagnostic field guide for students, job seekers, freelancers, junior marketers & agency interns

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START HERE

Why this kit exists

There is a flood of people calling themselves "paid ads experts." LinkedIn is full of them. Resumes are full of them. And most of them fold the moment someone asks why instead of what.

Here's the uncomfortable truth: knowing where the "Create Campaign" button is doesn't make you a media buyer. Spending ₹50,000 of someone else's money doesn't either. What separates a real operator from a fake expert is one thing — **the ability to diagnose a problem and explain the trade-off behind every decision.**

This kit is built two ways. If you're **interviewing**, these are the 15 questions that will be thrown at you to test whether you actually think. If you're **hiring or auditing**, these are the questions that cut through the buzzwords in under ten minutes.

Each question comes with four things: **why it's asked**, the **weak answer** that gets you rejected, a **strong answer framework** you can actually use, and a **pro-level insight** that makes interviewers lean in. No fluff. No theory you'll never apply. Just the thinking.

> "A junior names the metric. A senior names the cause. An expert names the trade-off they made — and the one they refused to make."

THE REAL TEST

Interviews don't test buttons. They test thinking.

Tools change every quarter. Meta renames campaign objectives. Google sunsets Expanded Text Ads. GA4 replaced Universal Analytics overnight. If your entire value is "I know how to click through Ads Manager," your value expires the moment the UI updates.

What never expires is **structured thinking under uncertainty**. A good interviewer doesn't care that you know CBO exists — they care whether you know when to use it and what you give up by using it. They don't ask "what is a negative keyword." They ask "your CTR is high but conversions are zero — walk me through your next 30 minutes."

The fake expert answers with features. The real operator answers with a **diagnosis**: a hypothesis, the data they'd check, the order they'd check it in, and the decision they'd make. That's the gap this kit teaches you to close.

Memorise answers and you'll pass quiz questions. Learn the frameworks and you'll pass the human on the other side of the table — who is silently asking, "would I trust this person with my budget?"

BEFORE YOU BEGIN

How to use this guide

This isn't a guide you read once and forget. Used right, it's a diagnostic drill. Here's the fastest way to turn these 15 questions into interview-ready thinking.

1 **Cover the answer. Attempt yours first.**

Read only the question. Say your answer out loud before you look at the framework. The gap between the two is your real prep list.

2 **Study the pattern, not the script.**

Don't memorise the words — memorise the order: diagnose, name the metric, list causes, prioritise, state the trade-off. Same pattern works on questions not in this guide.

3 **Score yourself at the end.**

The final checklist scores you across all 15. Be honest — it tells you exactly where you're interview-ready and where you're still bluffing.

Don't memorise answers. Learn the diagnosis pattern. Interviewers can smell a rehearsed script — they lean in when they see you actually think.

THE MAP

The 15 questions at a glance

Skim them once now. Notice how many are diagnosis questions, not definition questions — that's the whole point.

01	How do you structure a Google Ads account for a new lead-gen client?
02	How do you structure a Meta Ads campaign — and when do you use CBO vs ABO?
03	Your CTR is high but conversions are low. What's happening?
04	Your CPA suddenly spiked overnight. Walk me through your response.
05	CPL is low but the client says leads are garbage. What do you do?
06	Explain the Pixel and the Conversions API. Why do you need both?
07	Meta says 50 conversions, GA4 says 32. Which do you trust and why?
08	Ads are great but it isn't converting. How do you know if it's the landing page?
09	How do you build and structure a retargeting strategy?
10	How do you detect and fix creative fatigue?
11	A campaign is profitable. How do you scale it without breaking it?
12	How do you use search terms and negative keywords to protect spend?
13	Instant lead form vs landing page — which do you choose and why?
14	How do you report performance to a client who doesn't understand metrics?
15	What do you do when you genuinely don't know the answer to a problem?

THE OPERATOR'S TEMPLATE

The 5-Step Paid Ads Interview Answer Formula

Every strong answer in this guide follows the same shape. Learn this once and you can answer almost any paid-ads question — even ones you've never seen — like an operator instead of a button-pusher.

1

Diagnose the problem

Restate what's actually being asked. Show you understand the symptom before reaching for a fix.

2

Name the metric

Point to the number that proves or disproves the problem. Vague answers die here; specific metrics signal an operator.

3

List possible causes

Lay out the realistic suspects — tracking, creative, audience, landing page, offer. Breadth shows you think in systems.

4

Prioritise what to check first

Order matters. Check the cheapest, most likely, most damaging cause first. This is the single biggest tell of experience.

5

State the decision / trade-off

End with the call you'd make and what you'd give up to make it. Experts always name the trade-off.

SEE IT IN ACTION

"CTR is high but conversions are low. What do you check?"

Weak answer: "I'll change the creative."

Strong answer: "First I'd verify tracking is actually firing — half of these are broken pixels, not real drops. Then I'd check ad-to-page match, page speed, mobile UX, and form friction, and finally traffic quality to see if the hook is pulling clickers instead of buyers. I'd fix tracking before touching creative, because changing the ad on a measurement problem just hides it."

THE 15 QUESTIONS

Cover the answer. Attempt yours first.

Each question runs the same five-step shape from the formula. Attempt your own version before reading the framework — the gap is exactly what you need to practise.

Q

01

How do you structure a Google Ads account for a new lead-gen client?

GOOGLE ADS STRUCTURE

WHY INTERVIEWERS ASK IT

Structure reveals whether you think in terms of control and signal or just "make some ads." It's the fastest way to see if you've ever owned an account end-to-end.

WEAK / FAKE-EXPERT ANSWER

"I create a Search campaign, add some keywords, write a few ads, and set a budget."

STRONG ANSWER FRAMEWORK

- Start from the **business goal and conversion action**, not the keywords.
- Separate campaigns by **intent and match type discipline** — branded, high-intent non-brand, and broad/discovery kept apart so budgets don't cannibalise.
- Tight, themed ad groups (a handful of closely related keywords each) so ad copy and landing page match search intent.
- Conversion tracking and value assignment set up **before** spend, with a clear primary conversion.
- Negative keyword list and a search-terms review cadence baked in from day one.

PRO-LEVEL INSIGHT

> Say this: "Structure exists to give the algorithm clean signal and give me clean reporting. If I can't tell which campaign drove a qualified lead, my structure has already failed — regardless of how the ads perform."

Q

02

How do you structure a Meta Ads campaign — and when do you use CBO vs ABO?

META ADS STRUCTURE

WHY INTERVIEWERS ASK IT

Meta structure is where most fake experts overcomplicate. They want to see if you understand the learning phase, audience overlap, and budget logic — not jargon.

WEAK / FAKE-EXPERT ANSWER

"I always use CBO because Meta recommends it and it's more advanced."

STRONG ANSWER FRAMEWORK

- Pick the **objective** that matches the real goal (leads, conversions, sales) — not engagement or traffic as a vanity proxy.
- **ABO** when testing: fixed budget per ad set so each audience/creative gets a fair, controlled shot.
- **CBO (Advantage Campaign Budget)** when scaling proven winners: let Meta push spend to the best performer.
- Keep ad sets few and broad enough to **exit the learning phase** (enough weekly conversions); avoid splitting budget so thin nothing ever learns.
- Watch **audience overlap** — don't bid against yourself.

PRO-LEVEL INSIGHT

> "CBO vs ABO isn't a belief, it's a stage. Test in ABO for control, scale in CBO for efficiency. Anyone who says 'always X' has never run both through a real budget cycle."

Q
03

Your CTR is high but conversions are low. What's happening?

DIAGNOSIS · CTR VS CONVERSION

WHY INTERVIEWERS ASK IT

This is the single most common diagnostic question in paid media interviews. It tests whether you can isolate where in the funnel the break is, instead of randomly changing things.

WEAK / FAKE-EXPERT ANSWER

"I'd change the creative" or "I'd lower the budget and see."

STRONG ANSWER FRAMEWORK

- High CTR + low conversion = the **click was earned, the promise broke after the click.**
- Check the **ad-to-landing-page match** — does the page deliver what the ad promised?
- Check **landing page speed, mobile experience, and form friction.**
- Check **traffic quality** — is the hook attracting curious clickers, not buyers? (clickbait CTR).
- Confirm **conversion tracking actually fires** before assuming it's a real drop.

PRO-LEVEL INSIGHT

> "High CTR with low conversion usually means my creative is writing a cheque my landing page can't cash. I always check tracking first — half the 'conversion problems' I've seen were broken pixels, not broken pages."

Q

04

Your CPA suddenly spiked overnight. Walk me through your response.

DIAGNOSIS · CPA SPIKE

WHY INTERVIEWERS ASK IT

Tests composure and process under pressure. They want a calm, ordered investigation — not panic-pausing the account.

WEAK / FAKE-EXPERT ANSWER

"I'd pause the campaign and restart it" or "I'd just increase the budget to fix it."

STRONG ANSWER FRAMEWORK

- **Don't react — isolate.** Is the spike in spend, drop in conversions, or both?
- Check **external causes first**: tracking break, landing page down, payment/checkout issue, a sale that ended.
- Check **account changes**: did someone edit budgets, audiences, or creative in the last 24–48h?
- Check **auction/seasonal pressure**: rising frequency, competitor surge, festival/event period.
- Decide: pause only the clearly broken unit, not the whole account, while you confirm.

PRO-LEVEL INSIGHT

> "The first question I ask isn't 'how do I fix it' — it's 'is this real?' A broken pixel or a downed landing page fakes a CPA spike all the time. Verify the data before you spend a rupee reacting to it."

Q
05

CPL is low but the client says leads are garbage. What do you do?

CPL VS LEAD QUALITY

WHY INTERVIEWERS ASK IT

This is the question that exposes whether you optimise for the dashboard or for the business. Cheap leads that never convert are expensive.

WEAK / FAKE-EXPERT ANSWER

"But the CPL is great, the campaign is working fine."

STRONG ANSWER FRAMEWORK

- Accept the real KPI is **cost per qualified lead / cost per sale**, not raw CPL.
- **Add friction on purpose**: tighter form questions, qualifying fields, intent-based copy that repels tyre-kickers.
- Move from instant forms to **higher-intent formats** (landing page, "more volume vs higher intent" form option, manual review).
- Feed **quality signals back to the algorithm** — optimise toward qualified leads via offline conversions / CRM data, not form fills.
- Tighten **targeting and creative** so the message pre-qualifies.

PRO-LEVEL INSIGHT

> "A low CPL with bad leads means I'm optimising the platform toward the wrong outcome. The fix is to teach the algorithm what a good lead looks like by feeding it qualified-lead or revenue data — not to chase a cheaper number."

Q

06 Explain the Pixel and the Conversions API. Why do you need both?

TRACKING · PIXEL & CAPI

WHY INTERVIEWERS ASK IT

Tracking is where fake experts get exposed instantly. If you can't explain why CAPI exists, you've never set up modern tracking properly.

WEAK / FAKE-EXPERT ANSWER

"The pixel tracks conversions. CAPI is the same thing but a backup."

STRONG ANSWER FRAMEWORK

- **Pixel = browser-side tracking** — fires from the user's browser, vulnerable to ad blockers, ITP, and cookie restrictions.
- **Conversions API = server-side tracking** — sends events from your server, far more reliable and harder to lose.
- You run **both together with event deduplication** (matched event IDs) so you capture more signal without double-counting.
- More complete signal → **better optimisation, better attribution, lower CPA** over time.
- Especially critical post-iOS14 and in a cookieless world.

PRO-LEVEL INSIGHT

> "Pixel-only tracking today is like running with one eye closed. CAPI recovers the conversions the browser quietly drops — and dedup is what stops me from lying to my own algorithm by counting the same event twice."

Q

07 Meta says 50 conversions, GA4 says 32. Which do you trust and why?

GA4 & ATTRIBUTION

WHY INTERVIEWERS ASK IT

Attribution confusion is universal. They want to know if you understand why platforms disagree — not which one is "correct."

WEAK / FAKE-EXPERT ANSWER

"GA4 is wrong" or "Meta is always inflated, ignore it."

STRONG ANSWER FRAMEWORK

- They disagree because of **different attribution models and windows** — Meta uses click + view attribution on its own ad; GA4 uses last-click (or data-driven) across all channels.
- Meta counts conversions it **influenced**; GA4 counts the **last touch before conversion.**
- Neither is "right" — they answer different questions. Meta answers "did my ad contribute," GA4 answers "what got final credit."
- Trust your **CRM / actual sales data** as the source of truth; use platform numbers directionally.
- Align everyone on **one north-star metric** upfront to end the argument.

PRO-LEVEL INSIGHT

> "I don't pick a winner between Meta and GA4 — I triangulate. Platform data for optimisation, GA4 for channel comparison, CRM for the truth. The mistake is treating any single platform's number as reality."

Q

08

Ads are great but the campaign isn't converting. How do you know if it's the landing page?

LANDING PAGE DIAGNOSIS

WHY INTERVIEWERS ASK IT

Tests whether you take ownership of the whole funnel or stop at "my job ends at the click."

WEAK / FAKE-EXPERT ANSWER

"That's the client's website problem, not the ads."

STRONG ANSWER FRAMEWORK

- Look at the **handoff metrics**: good CTR + decent traffic + poor conversion = the page is the suspect.
- Audit **message match** (ad promise vs page headline), **load speed**, **mobile layout**, and **form length**.
- Check **bounce rate / time on page / scroll depth** in analytics.
- Look for **trust gaps**: no proof, no clarity on the offer, weak or hidden CTA.
- Recommend / run an **A/B test** on headline, hero, and CTA before blaming the ads.

PRO-LEVEL INSIGHT

> "The fastest tell is simple: if clicks are cheap and quality but money's not coming in, the leak is after the click. A great ad sending traffic to a weak page is just an expensive way to prove the page is broken."

Q

09

How do you build and structure a retargeting strategy?

RETARGETING

WHY INTERVIEWERS ASK IT

Tests whether you think in audience temperature and funnel stage, or just "show ads to people who visited."

WEAK / FAKE-EXPERT ANSWER

"I retarget everyone who visited the website with the same ad."

STRONG ANSWER FRAMEWORK

- **Segment by intent and recency**: video viewers / engagers → page visitors → add-to-cart or form-starters → past leads.
- **Match message to stage**: warm audiences get proof, objection-handling, urgency — not the same top-funnel hook.
- Use **time-decay windows** (e.g. last 3 / 7 / 30 days) with different messaging.
- **Exclude converters** so you stop paying to reach people who already bought.
- Cap frequency to avoid fatigue and annoyance.

PRO-LEVEL INSIGHT

> "Retargeting isn't 'follow people around' — it's answering the specific reason they didn't convert the first time. The closer they were to converting, the harder my offer and proof should hit."

Q
10

How do you detect and fix creative fatigue?

CREATIVE FATIGUE

WHY INTERVIEWERS ASK IT

Creative is the biggest lever in modern paid social. They want to see if you can spot decline early and respond systematically.

WEAK / FAKE-EXPERT ANSWER

"When results drop, I just turn off the ad and make a new one."

STRONG ANSWER FRAMEWORK

- **Leading signals**: rising frequency, falling CTR, rising CPM/CPC, dropping hold rate on video.
- **Lagging signal**: CPA creeping up while nothing else changed.
- Fix with a **creative refresh pipeline**: new hooks, new angles, new formats — not just colour swaps.
- Keep a **testing cadence** running so fresh winners are ready before old ones die.
- Refresh the **angle/message**, not only the visual — fatigue is often message fatigue.

PRO-LEVEL INSIGHT

> "Frequency climbing with CTR falling is fatigue starting — by the time CPA spikes, you're already late. I treat creative like a pipeline, not a one-off: there's always a next batch in testing before the current winner burns out."

Q
11

A campaign is profitable. How do you scale it without breaking it?

BUDGET SCALING

WHY INTERVIEWERS ASK IT

Scaling is where most accounts die. They want to know if you respect the learning phase or just slam the budget up.

WEAK / FAKE-EXPERT ANSWER

"I double the budget because it's working."

STRONG ANSWER FRAMEWORK

- **Vertical scaling**: raise budget in controlled steps (e.g. ~20–30% increments) so you don't reset the learning phase.
- **Horizontal scaling**: duplicate winners into new audiences, geos, placements, and creatives.
- Scale **creative variety**, not just spend — more budget on one ad fatigues faster.
- Watch **marginal CPA**: the next rupee is always less efficient than the last — know when efficiency breaks.
- Give changes **time to stabilise** before judging.

PRO-LEVEL INSIGHT

> "Scaling isn't a budget decision, it's a creative-and-audience decision. If I 3x the budget on the same single ad and same audience, I'm not scaling — I'm just fatiguing a winner faster and paying more for it."

Q
12 How do you use search terms and negative keywords to protect spend?

SEARCH TERMS · NEGATIVES

WHY INTERVIEWERS ASK IT

This separates people who run Google Ads from people who set up and forget them. Negatives are where budget is quietly saved or wasted.

WEAK / FAKE-EXPERT ANSWER

"I add the keywords and let Google handle the rest."

STRONG ANSWER FRAMEWORK

- Review the **search terms report** regularly — it shows what people actually typed, not what you bid on.
- Add **negative keywords** for irrelevant, free-seeking, job-seeking, or wrong-intent queries.
- Build a **shared negative list** across campaigns for common wasters.
- Promote strong converting search terms into their **own keywords / ad groups.**
- Especially critical with **broad match + Smart Bidding**, where queries can drift fast.

PRO-LEVEL INSIGHT

"The search terms report is where the real money leaks or gets saved. Broad match without a disciplined negative routine is just a polite way of donating budget to Google. I treat negatives as an ongoing habit, not a one-time setup."

Q

13

Instant lead form vs landing page — which do you choose and why?

LEAD FORM VS LANDING PAGE

WHY INTERVIEWERS ASK IT

Tests whether you understand the **volume vs quality trade-off** instead of having one fixed answer.

WEAK / FAKE-EXPERT ANSWER

"Lead forms are better because they're cheaper and easier."

STRONG ANSWER FRAMEWORK

- **Instant forms**: lower friction → more volume, lower CPL, but often **lower intent** and weaker quality.
- **Landing pages**: more friction → fewer but **higher-intent** leads, room for storytelling, proof, and retargeting via pixel.
- Choose based on **sales capacity and lead-quality need**: high-ticket / limited sales team → landing page; high-volume / fast-follow-up team → instant form.
- Hybrid: instant form with **qualifying questions**, or landing page with embedded form.
- Always tie the choice back to **cost per qualified lead**, not CPL.

PRO-LEVEL INSIGHT

> "There's no universal winner — it's a trade-off between volume and intent. I ask one question first: can the client's sales team handle volume, or do they need fewer, hotter leads? The answer picks the format, not my preference."

Q
14

How do you report performance to a client who doesn't understand marketing metrics?

CLIENT REPORTING

WHY INTERVIEWERS ASK IT

Communication separates a technician from a trusted operator. They want to know if you translate data into business language.

WEAK / FAKE-EXPERT ANSWER

"I send a screenshot of Ads Manager with the CTR, CPM, and CPC."

STRONG ANSWER FRAMEWORK

- Lead with **business outcomes**: leads, qualified leads, cost per result, revenue / ROAS — not CPM and CTR.
- Frame around **"what we spent, what we got, what it cost us, what's next."**
- Use **plain language and one clear story**, not a wall of metrics.
- Always include **insight + next action**, not just numbers.
- Set expectations on **trends over time**, not single-day swings.

PRO-LEVEL INSIGHT

> "Clients don't buy CTR — they buy outcomes. My report answers three questions in their language: are we getting results, what are they costing, and what am I doing next? Vanity metrics belong in the appendix, not the headline."

Q

15

What do you do when you genuinely don't know the answer to a problem?

THE HONESTY TEST

WHY INTERVIEWERS ASK IT

This is the trap question. They're not testing knowledge — they're testing **honesty and problem-solving process.** Faking it here is the fastest way to fail.

WEAK / FAKE-EXPERT ANSWER

Bluffing a confident-sounding but made-up answer — or freezing and saying "I don't know" with nothing after it.

STRONG ANSWER FRAMEWORK

- Admit it cleanly and **immediately pivot to process**: "I haven't hit this exact case, but here's how I'd approach it."
- State your **hypothesis** and the **data you'd check** to confirm it.
- Name the **resources** you'd use (docs, tests, communities, a controlled experiment).
- Show you'd **run a small test** rather than gamble the whole budget.
- Close with how you'd **verify and document** the learning.

PRO-LEVEL INSIGHT

> "The honest 'I don't know — but here's exactly how I'd find out' beats a confident wrong answer every single time. Interviewers aren't hiring people who know everything; they're hiring people they can trust with a budget when something breaks they've never seen before."

BEFORE THE INTERVIEW

The paid media interview prep checklist

Work through this the week before. If you can tick every box honestly, you'll out-think most candidates in the room.

1. **Know your numbers cold**
   Be ready to say real spend, CPL, CPA, ROAS, and CTR ranges from accounts you've touched. Vague answers scream fake.

2. **Prepare 2–3 real diagnosis stories**
   A problem you spotted, what you checked, what you changed, what happened. This beats any theory answer.

3. **Practise thinking out loud**
   Interviewers want your reasoning, not just the conclusion. Narrate your diagnostic order.

4. **Master tracking fundamentals**
   Pixel vs CAPI, event dedup, GA4 vs platform attribution. This is where fakes get caught fastest.

5. **Have a structure philosophy**
   Be able to explain how you'd structure a fresh account and why — for both Google and Meta.

6. **Separate metrics from outcomes**
   Always tie answers back to qualified leads and revenue, not vanity metrics.

7. **Prepare your "I don't know" answer**
   Have a calm, honest, process-driven response ready. It will come up.

8. **Bring questions for them**
   Ask about their tracking setup, reporting cadence, and what a "good lead" means to them. Operators ask operator questions.

> Final rule: never answer a paid-ads question with a feature. Answer it with a diagnosis. The button is the "what." Your value is the "why" and the "what I'd trade."

THE HONEST TEST

Score yourself: are you interview-ready?

Go through all 15 questions. For each one, tick every statement you can do out loud, without notes. One point per question only if you can honestly tick all five. Then add up your score.

QUESTION	EXPLAIN THE CONCEPT	DIAGNOSE THE PROBLEM	NAME WHAT TO CHECK FIRST	EXPLAIN THE TRADE-OFF	GIVE A REAL EXAMPLE
01 · Google Ads structure	☐	☐	☐	☐	☐
02 · Meta structure / CBO vs ABO	☐	☐	☐	☐	☐
03 · High CTR, low conversion	☐	☐	☐	☐	☐
04 · CPA spike overnight	☐	☐	☐	☐	☐
05 · Low CPL, bad leads	☐	☐	☐	☐	☐
06 · Pixel & CAPI	☐	☐	☐	☐	☐
07 · GA4 vs Meta attribution	☐	☐	☐	☐	☐
08 · Landing page diagnosis	☐	☐	☐	☐	☐
09 · Retargeting strategy	☐	☐	☐	☐	☐
10 · Creative fatigue	☐	☐	☐	☐	☐
11 · Scaling a winner	☐	☐	☐	☐	☐
12 · Search terms / negatives	☐	☐	☐	☐	☐
13 · Lead form vs landing page	☐	☐	☐	☐	☐
14 · Reporting to clients	☐	☐	☐	☐	☐
15 · "I don't know" answer	☐	☐	☐	☐	☐

0–5

Beginner — learn the fundamentals

You know the words, not the thinking yet. Re-read the strong frameworks and master tracking + structure first.

6–10

Developing — practise diagnosis

You understand the concepts. Now drill the order of what you'd check. Speak your answers out loud until the pattern is automatic.

11–13

Interview-ready — sharpen examples

You think like an operator. Lock in 2–3 real stories with numbers so every answer lands with proof, not theory.

14–15

Strong operator mindset

You diagnose, prioritise, and name trade-offs on demand. You're not interviewing for a seat — you're interviewing them too.

TECHNOCRATS DIGIMATE

WHAT'S NEXT

Want to go beyond interview answers?

MARKETERS · STUDENTS · FREELANCERS · JOB SEEKERS

Join the Performance Marketing Survival Kit

Future playbooks, checklists, audit templates, and live workshops — built to make you think like an operator, not a button-pusher. This PDF is Vol. 01. The rest drops to the list first.

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We'll review your ads, landing page, tracking, WhatsApp follow-up, CRM visibility, and lead quality — to find exactly where your growth system is leaking and what to fix first.

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Real campaigns. Real numbers. Real thinking.