

The Meta Ads Domination Playbook.

The complete post-Andromeda system used to scale D2C brands past ₹10L/month in ad spend. Not theory. The exact playbook.

14

Sections

60+

Frameworks

10+

Years Experience

₹10L+

Monthly Spend Managed

WHAT'S INSIDE

14 Sections. Zero Fluff. One System.

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SECTION 01 REALITY CHECK

The 2026 Meta Ads Reality Check

Everything you learned about Meta Ads before 2025 is either obsolete or actively hurting your ROAS. Start here.

Meta's Andromeda update wasn't just another iteration. It was a complete rewrite of how the platform decides who sees your ad, when, and why. If your ROAS has dropped in the last 6–12 months and you can't figure out why — you're still operating on pre-Andromeda logic.

▲ HARD TRUTH

Interest-based targeting is dead. Small ad set counts are dead. Manual bidding decisions are dead. If your strategy is built on any of these, you're not scaling —

you're slowly bleeding.

The 3 Biggest Shifts

1. Meta decides everything now. Your job isn't to "target" anymore — it's to feed Meta enough creative diversity that its AI figures out who to show each ad to. Broad audiences + 50 well-structured ads will always beat small targeting + manual settings.

2. Creative is 80% of your performance. Targeting barely matters. Audience size barely matters. Does your ad stop the scroll in 1.5 seconds? Does it convert in 15? Everything else is noise.

3. Volume beats precision. The brands winning in 2026 run 30–50 ads per ad set and let Meta pick the winners. Testing 3 at a time starves the algorithm.

SECTION 02 TRACKING FOUNDATION

The Foundation — Pixel, CAPI & Tracking

If your tracking is broken, every other section in this playbook is pointless. Fix this first.

Meta's algorithm can only optimise for signals it receives. If you're only passing 40% of your conversions back, you're asking Meta to learn with half its eyes closed.

LAYER 1 — META PIXEL (BROWSER-BASED)

Install the pixel sitewide. Standard events to track: **PageView, ViewContent, AddToCart, InitiateCheckout, AddPaymentInfo, Purchase.**

LAYER 2 — CONVERSIONS API (CAPI)

Server-side tracking. Bypasses iOS blockers and ad blockers. Recovers the 30–40% of conversions you're losing with browser-only pixel. Shopify has it built-in. For custom builds, use Meta's CAPI Gateway or Stape.

LAYER 3 — EVENT MATCH QUALITY (EMQ)

Meta rates user-matching quality 0–10. Below 6 = you're leaking signal. Pass hashed email, phone, first name, last name, city, zip, and date of birth in every event.

▲ IOS14 RULE

Meta can only use **8 prioritised events** per domain for iOS users. Set them in order: Purchase #1, AddPaymentInfo #2, InitiateCheckout #3, AddToCart #4.

Tracking Health Checklist

- ✓ **Pixel installed sitewide** — PageView fires on every page
- ✓ **Purchase event fires on order confirmation** — with value, currency, content IDs
- ✓ **CAPI active** — events show "Browser + Server" in Events Manager
- ✓ **EMQ score 7+** across all key events
- ✓ **Deduplication working** — no double-counting between pixel and CAPI
- ✓ **Domain verified** in Business Manager
- ✓ **Top 8 events prioritised** in Aggregated Event Measurement

Attribution Window Decision

× STANDARD ATTRIBUTION

1-day view + 7-day click. Over-reports conversions. Meta takes

✓ INCREMENTAL ATTRIBUTION

View the ad → Purchase. Only counts conversions Meta actually

credit for users who would've bought anyway.

caused. Lower ROAS on paper — but the numbers are real.

SECTION 03 THE MATH

Breakeven ROAS & Unit Economics

You can't scale what you can't calculate. Most brands don't know their real breakeven ROAS — which is why they kill winners and scale losers.

BREAKEVEN ROAS FORMULA

Breakeven ROAS = $1 / (\text{Gross Margin } \%)$

Gross Margin = $(\text{Revenue} - \text{COGS} - \text{Shipping} - \text{Payment Gateway} - \text{Returns}) \div \text{Revenue}$

Real Example — Skincare at ₹1,000

→ **COGS:** ₹250 (25%) | **Packaging:** ₹40 (4%)

→ **Shipping:** ₹80 (8%) | **Payment Gateway:** ₹20 (2%)

→ **Returns Reserve:** ₹50 (5%) | **Total Cost:** ₹440 → **Gross Margin:** ₹560 (56%)

RESULT

Breakeven ROAS = $1 / 0.56 = 1.79$

For every ₹1 spent on ads, you need ₹1.79 back just to break even.

The 3 ROAS Tiers

TIER	ROAS TARGET	WHAT IT MEANS
Breakeven	1.79x	Zero profit — kill all ads below this
Profitable Floor	2.5x	Minimum for sustainable scaling
Scaling Trigger	3.5x+	Double the budget — this is a winner

TESTING CAMPAIGN KILL RULE

If an ad hasn't hit **2x your breakeven ROAS** after 3–7 days, kill it. Move on.

SCALING CAMPAIGN KILL RULE

If an ad drops below **1.5x your breakeven ROAS** for 7 consecutive days, pause it. Replace with a new creative.

★ PRO MOVE

Build a Google Sheet with your COGS, margin, and breakeven ROAS. Update it every quarter. Never make a kill/scale decision without this number in your head.

SECTION 04 PRE-LAUNCH

The Pre-Launch Checklist

70% of failed Meta campaigns fail before the first impression — because the fundamentals weren't in place. This 30-minute checklist prevents ₹50,000 in wasted spend.

Landing Page Audit

- ✓ **Page load under 3 seconds** — test on PageSpeed Insights
- ✓ **Hero answers: what, for whom, why now** — above the fold
- ✓ **Social proof in first scroll** — reviews, logos, rating count
- ✓ **Single clear CTA** — one button, one action
- ✓ **Mobile-optimised** — 80% of your traffic is mobile
- ✓ **Checkout works** — try buying your own product
- ✓ **Trust signals present** — HTTPS, payment logos, return policy

Offer Audit

- ✓ **Price is market-competitive** — benchmark top 3 competitors
- ✓ **Offer has urgency** — deadline, stock limit, or event-tied reason
- ✓ **Shipping cost is clear** — hidden shipping kills conversions
- ✓ **Return policy visible** — reduces risk, increases CVR 15–30%
- ✓ **Bundle/upsell set up** — at minimum one upsell in cart flow

Creative Audit

- ✓ **Minimum 9 ads ready** — 3 hooks × 3 videos
- ✓ **3 different visual formats** — UGC, founder video, product demo
- ✓ **Hooks are distinctly different** — not 3 versions of the same angle
- ✓ **3 primary text variants** — problem-led, benefit-led, social-proof-led

Account Audit

- ✓ **Pixel + CAPI firing** — verified in Events Manager
- ✓ **Domain verified** — required for iOS tracking
- ✓ **8 events prioritised** — Purchase #1
- ✓ **Payment method set up** — with buffer balance
- ✓ **Account warmup done** — ₹200/day for 7 days if new account

SECTION 05 CREATIVES

How to Build Scroll-Stopping Creatives

Every winning Meta ad in 2026 follows the same 3-part anatomy. Miss any part and you lose.

THE WINNING AD ANATOMY

HOOK (0-3 sec) → BODY (3-13 sec) → CTA (13-15 sec)

Part 1 — The 10 Hook Formats That Work

01 **Calling out the customer.** "If you run Meta ads and your ROAS dropped in 2026 — watch this."

02 **Calling out the problem.** "Your Meta ads stopped working. Here's why."

03 Success story. "How I scaled a D2C brand from ₹50K to ₹10L/month in ad spend."

04 Unrealistic claim. "I got 18x ROAS on a hair care brand. No magic — just this system."

05 Negative framing. "Stop running 3 ads per ad set. Meta hates it now."

06 Visual hook. Unexpected product demo, bold colour, a transformation moment.

07 Verbal hook. "Nobody's telling you this about Meta ads."

08 Funny clip. A pattern interrupt that shouldn't be in an ad.

09 Sudden cut. Mid-sentence jump cuts keep attention locked.

10 Text overlay on video. Forces the viewer to stop scrolling just to read.

Part 2 — The 5 Body Frameworks

FRAMEWORK 01 — PROBLEM → AGITATION → SOLUTION

Open with the problem. Make it worse. Then reveal your product as the fix. Classic, works for 80% of D2C categories.

FRAMEWORK 02 — BEFORE & AFTER

Show the "before" state. Transition to "after" with product in use. Let the visual do the selling.

FRAMEWORK 03 — 3-REASONS LIST

"3 reasons your skin keeps breaking out..." — fast cuts, each reason connects to your product's mechanism.

FRAMEWORK 04 — MYTH BUST

"Everyone says X. That's wrong. Here's what actually works." Positions your brand as the contrarian truth-teller.

FRAMEWORK 05 — TESTIMONIAL CHAIN

Open with a customer quote. Add 2–3 more in rapid succession. Close with your CTA. Social proof on rails.

Part 3 — CTA Structures

✓ STRONG CTA

"48% off ends tonight. Only 23 bottles left. Tap the link to order before 11:59pm."

× WEAK CTA

"Check it out on our website."

The 3x3 Testing Framework

THE FORMULA

Film **3 different video bodies**. Write **3 different hooks**. Combine them. 9 ads from 3 shoots: H1V1, H1V2, H1V3 / H2V1, H2V2, H2V3 / H3V1, H3V2, H3V3.

★ UGC HACK

Always ask UGC creators for **3 hook variants** with the same body. One shoot = 3 ads. Cost-per-creative drops by 66%.

VIRAL AD STRUCTURE

1. Create curiosity at the start
2. Build tension in the middle
3. Reveal the answer at the END

AI for Creative Production

The tools most D2C brands aren't using yet. Each one replaces a part of a creative team.

CHATGPT ECOSYSTEM

- **ChatGPT** — Video scripts, primary ad text, headline variations, hook writing
- **Sora** — Generate video clips from text prompts (no shoot needed)
- **DALL-E** — Still images for carousel ads and static creatives

GOOGLE ECOSYSTEM

- **Gemini** — Script writing, copy, research, competitor analysis
- **Nano Banana** — Image generation and editing
- **Veo** — High-quality cinematic video generation for brand ads

★ SPEED MATH

What used to take an agency 2 weeks and ₹50,000 now takes 2 days and ₹0.
The brands that understand this are already 10 creative cycles ahead.

For video-first ads: Write 5 script variations in ChatGPT → generate b-roll in Sora or Veo → shoot only the human-facing parts → edit together. A full ad ships in 48 hours, not 2 weeks.

For copy variants: Give ChatGPT your top-performing ad and ask for 20 new hook variations. Test all 20 at small spend. Scale the top 3.

The New Meta Strategy (Post-Andromeda)

This is the biggest operational section. Everything in Meta changed. Here's what now works.

Ads Per Ad Set — The Biggest Shift

BEFORE ANDROMEDA	AFTER ANDROMEDA
3 ads per ad set	Up to 50 ads per ad set
Meta spends on 1–2 ads only	Budget distributed across all performing ads
Manual optimisation required	AI decides in real time who sees what

The Campaign Structure

TESTING CAMPAIGN — 20% OF BUDGET

1 CBO · New ad set per creative batch · Run 3–7 days · Move winners (2x breakeven ROAS) to Scaling campaign.

SCALING CAMPAIGN — 80% OF BUDGET

1 CBO · Add winners to the **existing ad set** (never create new ad sets here) · Analyse every 7 days · Pause underperformers.

★ THE 7-DAY RULE

If Meta hasn't spent meaningful budget on an ad after 7 days, Meta is telling you it isn't good enough. Kill it. Don't argue with the algorithm.

Ads Manager Dashboard Setup

- **Delivery, Amount Spent, Impressions** — baseline view

- **CPM** — rising CPM signals audience fatigue

- **CTR (link click)** — benchmark 1.5%+ for D2C

- **Hook Rate** (3-sec views / impressions) — benchmark 30%+

- **Hold Rate** (ThruPlays / 3-sec views) — benchmark 15%+

- **Cost per Purchase & Purchase ROAS** — the only metrics that ultimately matter

- **Frequency** — kill ad sets at 3.5+ (audience fatigue)

Creative Diversity — The 10-Ad Framework

- 01 Founder's story** — face to camera, authentic, personal

- 02 US vs THEM** — comparison against competitors or old methods

- 03 Product demo** — show the product in use

- 04 Customer testimonial** — real customer, real language

- 05 AI-generated ad** — synthetic visuals, Sora/veo clips

- 06 Features & benefits** — problem-solution breakdown

- 07 Face to camera** — direct pitch, shot on phone

- 08 Whitelisting** — behind-the-scenes, packing orders

- 09 Positioning test** — different angle, same product

SECTION 08 CONTENT STRATEGY

Content Strategy — ToF, MoF, BoF

A buyer doesn't convert on the first ad. They convert on the 20th impression. Your content strategy has to reflect that.

TOP OF FUNNEL — AWARENESS

Introduce the brand. Founder story. Educational content about the problem. "Why your acne keeps coming back." **Target: break even.**

MIDDLE OF FUNNEL — INTEREST & DESIRE

Behind-the-scenes. Expert reviews. Customer transformation stories. "30-day journey" content. **Target: 3x+ ROAS.**

BOTTOM OF FUNNEL — ACTION

Offers. Discounts. FOMO. "48 hours only — 40% off for first-time buyers." **Target: 5x+ ROAS.**

★ GOLDEN RULE

Target breakeven at ToF. Target 3x+ ROAS at MoF. Target 5x+ ROAS at BoF. If ToF is losing money but MoF and BoF are crushing — you're doing it right.

Retargeting & Lookalikes in 2026

Retargeting is where most of your profit actually lives. Total retargeting spend: 15–25% of total ad budget.

AUDIENCE 01 — WEBSITE VISITORS (LAST 30 DAYS, NON-BUYERS)

Show testimonials, social proof, soft offer. Budget: **15%** of retargeting spend.

AUDIENCE 02 — ADD TO CART (LAST 14 DAYS, NON-BUYERS)

Show free shipping offer, FAQ addressing objections, urgency discount. Budget: **20%**.

AUDIENCE 03 — CHECKOUT INITIATED (LAST 7 DAYS, NON-BUYERS)

Highest-intent non-buyers. Time-bound discount or free bonus. Budget: **25%**.

AUDIENCE 04 — PAST PURCHASERS (30–90 DAYS)

Retarget with new products, bundles, upgrades, subscriptions. Budget: **20%**.

AUDIENCE 05 — VIDEO VIEWERS (75%+ WATCH, LAST 30 DAYS)

High intent, didn't click. Show a direct offer or simpler CTA. Budget: **10%**.

AUDIENCE 06 — INSTAGRAM & FACEBOOK ENGAGERS

Liked, saved, commented, visited profile. Show ads that mirror the content they engaged with. Budget: **10%**.

The 3 Lookalike Seeds Worth Building

01 **Purchasers (1%)** — Highest intent seed. Closest match to your actual buyers.

02 **Top 25% by Purchase Value** — Finds lookalikes of your highest-LTV customers.

03 **Top 10% Video Viewers** — Finds lookalikes of people who consume your content deeply.

SECTION 10 BIDDING

Bidding Strategies Decoded

Four bidding options. Each has a specific job. Picking the wrong one is why most ad sets fail.

STRATEGY	WHEN TO USE	TRADE-OFF
Highest Volume	New accounts, aggressive scaling	Meta spends whole budget regardless of ROAS
Cost Cap	You have a target CPR	Meta targets your cost goal
ROAS Goal	Profitable scaling with hard ROAS floor	Spends least — only on profitable impressions
Bid Cap	Cost-efficient impressions	May not show during high-competition times

★ MY DEFAULT STACK

Testing campaign: Highest Volume — let Meta learn. **Scaling campaign:** Cost Cap or ROAS Goal — protect margins. **Retargeting:** Highest Volume — small audience, spend it all.

SECTION 11 BRAND BUILDING

Running Ads That Build Brand

If you only run sales ads, you'll eventually hit a wall. Allocate 5% of monthly budget to brand ads — this is what keeps your sales ROAS alive long-term.

REAL CASE STUDY — HAIR CARE CLIENT

₹300/day in profile visit ads. CPM ₹30 = ~10,000 impressions/day.

Sales ROAS with brand ads running: 18x+

Sales ROAS after pausing brand ads for 1 week: 6x.

What to Run in Awareness Ads

- **Founder video** — personal, story-driven, trust-building
- **Influencer videos** — borrowed credibility from creators
- **Testimonial/review videos** — social proof, authentic
- **Problem discussions** — meet the audience where they are
- **B-roll videos** — aesthetic, vibey, no hard sell

▲ **NEW RULE (POST-2025 UPDATE)**

Do **NOT** create separate campaigns for different ad types. Run ONE sales campaign and add ALL creatives — founder story, testimonials, B-roll, offer ads, influencer videos — into the **same ad set**.

SECTION 12 OMNI-CHANNEL

Omni-Channel — TikTok, Snap, YouTube

Meta isn't the only platform anymore. Here's how to split a ₹1L/month budget across the 4 big ones.

₹50K

Meta — primary engine, highest conversion

₹20K

TikTok — younger audience, viral potential

₹15K

YouTube — long-form, consideration stage

₹15K

Snapchat — niche, high intent categories

TikTok, Snapchat, and Meta are **99% operationally identical**. Master Meta → run TikTok and Snap in a weekend. YouTube is different — runs through Google Ads, requires a branded YouTube channel.

TIKTOK — GEO-TARGETING EDGE

Target only cities with the lowest return/refund ratio for your category. This single move cut CAC by 30% for one client.

How to Build Offers That Convert

Discounts aren't a last resort. They're a strategic tool. Here's when and how to use each type.

When to Run Offers

- 01 Event demand** — Diwali, New Year, Valentine's, Holi, BFCM
- 02 To increase AOV** — push bundles and cart value thresholds
- 03 To clear dead inventory** — specific SKUs not moving
- 04 Brand-specific occasions** — anniversary, milestone, new collection

★ THE 2.5X-3X MARGIN RULE

Always price your product at **2.5x-3x sourcing cost**. Sourcing should not exceed 35% of selling price. This gives you room to discount without killing margin.

The 6 Offer Frameworks

01 — FLAT OR UP TO 50%

Universal default. Works for every category, every season.

02 — FREE DELIVERY ABOVE ₹X

Drives AOV without cutting into product margin. Perfect for sub-₹1,500 AOV brands.

03 — BUY 1 GET 1 FREE (FLAT 50% IN DISGUISE)

Higher perceived value than "50% off." Same discount, smarter framing.

04 — BUY 3 GET 1 FREE (FLAT 25% IN DISGUISE)

Better than BOGO for consumables. Customer commits to 4 units = 4x the LTV.

05 — ANY 3 PRODUCTS FOR ₹3,000

Perfect for low-ticket items (₹500–₹1,500 range). Forces bundling, maximises AOV.

06 — SUBSCRIPTION

15–25% discount on "Subscribe & Save." Locks in LTV, predictable revenue, better unit economics than one-off discounts.

SECTION 14 CAMPAIGN STRUCTURES

The Budget-Based Campaign Structure Guide

A ₹30K/month spender and a ₹5L/month spender need different playbooks. Here's exactly what to run at each stage.

STAGE 1 — STARTER (₹15K–₹50K/MONTH)

1 CBO · 1 broad ad set · 3–5 ads · Highest Volume bidding.

Below ₹50K/month, consolidate signal. Let Meta learn fast. Don't split budget across multiple campaigns.

STAGE 2 — GROWTH (₹50K-₹2L/MONTH)

2 campaigns: Testing (20%) + Scaling (80%) + 10-15% retargeting carved out.

This is where most brands unlock their first major ROAS jump. The Testing/Scaling split is the single most impactful structural change you can make.

STAGE 3 — SCALE (₹2L-₹10L/MONTH)

3 campaigns: Testing (15%) + Scaling (65%) + Retargeting (20%).

At this scale, retargeting can contribute 30-40% of revenue. Not having a dedicated retargeting campaign here is leaving lakhs on the table every month.

STAGE 4 — ENTERPRISE (₹10L+/MONTH)

Testing (10%) + Scaling (50%) + Persona-Split (15%) + Retargeting (15%) + Brand (5%) + Omni-channel test (5%).

At ₹10L+, audience saturation becomes real. Persona-specific creatives, dedicated brand spend, and omni-channel experimentation are your growth levers.

The 4 Classic Structural Patterns

STRUCTURE 1 — WARMUP

1 CBO · 1 ad set · 3 ads. Use for new accounts or first 2 weeks of a new product launch.

STRUCTURE 2 — AB TESTING

1 ABO · 5 ad sets (different interests) · 3 identical ads. Kill losers after 5-7 days.

STRUCTURE 3 — CONSOLIDATED SCALING

1 CBO · 1 ad set · ALL winning ads consolidated. Separate test campaign runs alongside for new creative validation.

STRUCTURE 4 — KILL-OR-KEEP TESTING

1 CBO · 1 ad set · 3 ads. Kill non-performers after 3 days. Spin up a new CBO per new test batch.

That's the system.

The brands using this aren't smarter than you. They just stopped running Meta ads like it's 2021 and started running them like it's 2026. Apply one section. Your ROAS will tell you the rest.