

Performance Marketing Audit

Channels, tracking, lead quality and waste audit

A useful audit should explain whether your campaigns create qualified conversations, not only whether they produce cheaper leads.

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Subject: Performance marketing audit checklist for Poland and EU campaigns.

Keywords: performance marketing, Google Ads, LinkedIn Ads, tracking, lead quality

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Tracking and data

- 1 Review conversions, consent, UTM parameters, lead sources and deduplication.
- 2 Compare platform data with CRM or lead table data.
- 3 Separate micro-conversions from events that show real buying intent.

Campaign structure

- 1 Check whether campaigns are split by market, segment and funnel stage.
- 2 Review keyword match types, exclusions and audience overlap.
- 3 Cut ad sets that increase traffic without improving inquiry quality.

Landing pages

- 1 Align ad intent, page headline, proof logic and form depth.
- 2 Add local FAQ, concrete scope and a clear next action.
- 3 Check speed, mobile layout, accessibility and unnecessary distractions.

Post-audit decisions

- 1 Turn findings into a backlog: quick wins, tests and strategic decisions.
- 2 Define test budget per market and a minimum lead-quality threshold.
- 3 Report spend, conversation quality and pipeline in one operating rhythm.

Next step

If this checklist reveals several open decisions, send a short brief. We will come back with a recommended order of action.

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