

FREE LEAD MAGNET

The ASA Campaign Audit Checklist

30 critical checks across 6 categories to find the structural problems costing you 20-40% more per acquisition.

30

AUDIT ITEMS

6

CATEGORIES

500+

CAMPAIGNS AUDITED



Kevser Imirogullari

Mobile Growth Systems Architect - growthbykev.com

Why Audit Your ASA Campaigns?

After auditing 500+ Apple Search Ads campaigns across 60+ apps, I've found that most accounts share the same structural problems. The same mistakes show up whether you're spending \$1K/month or \$100K/month.

How to Use This Checklist

1

Open your ASA dashboard alongside this checklist. You'll need access to campaign settings, keywords, and search term reports.

2

Check each item as you verify it. Be honest - partial compliance counts as unchecked.

3

Score yourself using the guide below. Focus on Critical and High priority items first.

Scoring Guide

A 28-30 items Expert-level structure. You're in the top 5% of ASA accounts.

B 24-27 items Solid foundation. A few optimizations could unlock 15-20% efficiency gains.

C 18-23 items Significant gaps. You're likely wasting 20-30% of your budget.

D 12-17 items Major issues. Campaign structure needs a serious overhaul.

F <12 items

Rebuild recommended. Current structure is actively burning budget.



Campaign Structure

8 items

- Separate campaign per target country/region** Critical

Each country should have its own campaign set. Mixing countries causes budget cannibalization and prevents country-level optimization.
- Four intent-based campaign types created** Critical

Brand, Generic, Competitor, and Discovery campaigns should be separated. Each has different goals, bids, and KPIs.
- Clear naming convention used** High

Format: [Country]_[Intent]_[MatchType] (e.g., US_Brand_Exact). Consistent naming makes reporting and optimization significantly easier.
- Budget distributed by campaign type** High

Brand should get enough to maintain presence. Generic gets the bulk for growth. Discovery gets a research allocation. Competitor gets measured investment.
- Brand campaign exists to protect own terms** Critical

Without a Brand campaign, competitors can bid on your name. Brand campaigns typically have the lowest CPA and highest conversion rates.
- Discovery uses Broad/Search Match only** Critical

Discovery campaigns are for finding new keywords. They should only use Broad Match and/or Search Match - never Exact Match.
- Exact Match campaigns use Exact Match only** Critical

Brand, Generic, and Competitor campaigns should use Exact Match keywords. Mixing match types causes budget leakage and attribution problems.
- Appropriate budget tier structure** Medium

Under \$250/day: themed ad groups within campaigns. Over \$250/day: separate campaigns per keyword theme for finer control.

If you scored low here:

Campaign structure is the foundation. Most budget waste traces back to structural problems. A rebuild focused on intent separation and geographic isolation will typically reduce CPA by 20-30% within the first month.



Negative Keywords

5 items

- Exact Match keywords added as negatives in Discovery** Critical

Every keyword in your Exact Match campaigns should be a negative in Discovery. Otherwise, Discovery wastes budget on terms you're already targeting.
- Competitor brand terms negated in Generic campaigns** High

Generic campaigns should target category terms, not competitor names. Competitor brand terms belong in Competitor campaigns only.
- Own brand terms negated in Competitor campaigns** High

Your brand keywords should be negatives in Competitor campaigns to keep intent isolation clean and attribution accurate.
- Search terms reviewed weekly for exclusions** High

Check Discovery search term reports weekly. Terms with 10+ taps and zero conversions are exclusion candidates. Also exclude irrelevant and low-intent terms.
- Zero keyword overlap between Discovery and Exact** Critical

Check for any keywords appearing in both Discovery (as targets) and Exact Match campaigns. Overlap means you're competing with yourself.

If you scored low here:

Missing negatives is the single most common source of budget waste in ASA. It takes 30 minutes to fix and can immediately reduce CPA by 15-25%. This is always the first thing I fix in an audit.



Match Type Hygiene

4 items

- Search Match disabled in non-Discovery campaigns** Critical

Search Match lets Apple decide which searches trigger your ads. Outside Discovery, this causes uncontrolled spend on irrelevant terms.
- Broad Match only used in Discovery** Critical

Broad Match belongs exclusively in Discovery campaigns where you want to find new terms. Using it elsewhere dilutes targeting precision.
- High-performing Discovery keywords promoted to Exact** High

Keywords that prove themselves in Discovery (good CR, sufficient volume) should be "graduated" to Exact Match campaigns and negated in Discovery.
- Match type usage matches campaign intent** High

Verify every ad group: Exact Match campaigns use only Exact; Discovery uses only Broad/Search Match. No exceptions.

If you scored low here:

Match type confusion is the second most common structural issue. It usually co-occurs with campaign structure problems. Fix the structure first, then clean up match types - they go hand in hand.



- Custom Product Pages assigned to relevant ad groups** High

CPPs let you show different screenshots/text for different keyword intents. Generic searches should see different messaging than brand searches.
- CPP screenshots match keyword intent** High

If someone searches "photo editor filters", the CPP should lead with filter features - not your general hero shot. Intent alignment improves conversion.
- Keywords aligned with app metadata** High

Your target keywords should appear naturally in your title, subtitle, and keyword field. This improves Apple's relevance scoring and can lower CPT.
- Ad Variation testing framework in place** Medium

You should have an active creative testing plan - at minimum, testing different CPPs against the default Product Page for major keyword groups.
- Consistent messaging from ad to Product Page** Medium

The promise made in search results (via screenshots) should match what users see on your Product Page. Mismatches increase bounce rates.

If you scored low here:

Creative-keyword alignment directly impacts your quality scores and costs. Most accounts leave 10-15% conversion improvement on the table by using default Product Pages everywhere instead of intent-matched CPPs.



Bidding & Budget

4 items

- Bids set based on campaign type benchmarks** High

Brand campaigns: lowest bids. Generic: moderate. Competitor: highest. Discovery: controlled exploration budget. Bids should reflect expected CPA per intent.

- Bid caps implemented to prevent runaway costs** High

Without bid caps, Apple can charge significantly above your bid. Set max CPT caps based on your target CPA and expected conversion rates.

- Budget not exhausted before end of day** Medium

If your daily budget runs out by 2 PM, you're missing evening traffic. Either increase the budget or lower bids to spread spend across the full day.

- Bids adjusted based on 7-day performance trends** Medium

Bids should be reviewed weekly. Increase bids on high-CR, low-impression keywords. Decrease bids on high-spend, low-CR keywords.

If you scored low here:

Bidding strategy affects daily cost efficiency. The most common issue is not having bid caps - which can result in paying 2-3x your bid on competitive terms. Setting caps takes 15 minutes and can save significant budget.



Measurement & Review

4 items

- Sufficient daily volume for statistical significance** Medium

You need at least 50 taps/day per keyword to make meaningful optimization decisions. Below that, performance fluctuations are noise, not signal.

- Weekly performance review process in place** High

Set a recurring weekly review to check search terms, adjust bids, graduate keywords, and add negatives. Consistency beats intensity.

- Metrics tracked by campaign type separately** High

Brand CPA should be lowest. Generic CPA is your growth cost. Don't blend them - it masks problems. Track each campaign type's metrics independently.

- MMP attribution properly connected** Medium

If you use an MMP (Adjust, AppsFlyer, Branch, etc.), verify the ASA integration is properly configured and data matches between platforms.

If you scored low here:

You can't improve what you don't measure. Setting up a weekly 30-minute review cadence is the single highest-ROI operational change for ASA accounts. Most "failing" campaigns are actually just "unreviewed" campaigns.

Your Audit Score

Tally your checked items per category and record your scores below.

Write Your Category Scores

Structure /8	Negatives /5	Match Type /4	Creative /5	Bidding /4	Measurement /4	TOTAL /30
<input type="text"/>						

What Your Score Means

A 28-30

Expert-level. Your structure is among the best. Focus on creative testing and scaling what works.

B 24-27

Solid foundation. Fix the gaps and you'll see 15-20% efficiency improvement within 30 days.

C 18-23

Significant gaps. You're likely wasting 20-30% of budget. Prioritize Critical items first.

D 12-17

Major issues. Your campaign structure needs a serious overhaul. Consider professional help.

F <12

Rebuild recommended. Starting fresh with proper structure will be more efficient than patching.

Recommended Fix Priority

Don't try to fix everything at once. Follow this order for maximum impact:

1. **Campaign Structure** - Foundation for everything else (Week 1)
2. **Negative Keywords** - Biggest quick win for budget savings (Week 1)
3. **Match Type Hygiene** - Usually fixes itself with good structure (Week 1-2)
4. **Measurement & Review** - Set up the cadence to maintain gains (Week 2)
5. **Bidding & Budget** - Optimize once structure is clean (Week 2-3)
6. **Creative & Relevance** - Layer on after foundation is solid (Week 3-4)

Scored Below a B?

A 30-minute Growth Diagnostic call can identify your highest-impact fixes and give you a prioritized action plan.

[Book a Free Diagnostic Call](#)

growthbykev.com - Mobile Growth Systems Architecture

500+ campaigns audited across 60+ apps. 10+ years in mobile growth.

2026 Kevser Imirogullari. Share freely - just keep the attribution.