

21-Day Audience Seasoning Checklist

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Day 1

Phase 1 · Cold ignition

Action: 1 broad ad set (25–54, country only). 3 ads (UGC video, static, carousel). Engagement or Traffic objective. \$10–\$20 lifetime.

Gate before Day +1: Pixel + CAPI dedup verified in Test Events. ≥ 200 PageViews.



Day 2

Phase 1 · Cold ignition

Action: Hold targeting + creative. Do NOT edit ad set (counts as a reset). Confirm both 'Browser' and 'Server' rows in Events Manager.

Gate before Day +1: EMQ ≥ 5 on PageView. No active restrictions in Account Quality.



Day 3

Phase 2 · First lookalike

Action: Duplicate broad ad set. Add ONE 1% LAL (PageView seed $\geq 1k$). Switch optimization to ViewContent or Lead. Push to \$25–\$40/day.

Gate before Day +1: ≥ 30 ViewContent / Lead events fired across pixel + CAPI.



Day 4

Phase 2 · First lookalike

Action: Refresh 1 of 3 ads only (new hook). Keep two Day-1 ads alive as trust anchors.

Gate before Day +1: CPA tracking inside Ads Manager (not just GA). No payment declines.



Day 5

Phase 2 · First lookalike

Action: Raise budget +30% max. Add second creative variant of the winning hook.

Gate before Day +1: EMQ climbing toward 6+. Pixel firing ≥ 50 conversions in last 7 days.



Day 6

Phase 3 · Mid-funnel ramp

Action: Add 1–3% LAL from AddToCart + ONE single-interest ad set (not stacked). 3 ad sets total. Push to \$100–\$150/day.

Gate before Day +1: AddToCart firing server-side via CAPI. dedup OK.



Day 7

Phase 3 · Mid-funnel ramp

Action: Rotate in 2 new ads, pause the lowest-CTR ad. Keep at least one Day-1 winner running.

Gate before Day +1: No ad-level rejections in the last 7 days.



Day 8

Phase 3 · Mid-funnel ramp

Action: Move the strongest ad set to AddToCart optimization. Hold others on ViewContent.

Gate before Day +1: InitiateCheckout firing ≥ 10 /day across pixel + CAPI.



Day 9

Phase 3 · Mid-funnel ramp

Action: Scale winners +20% (never duplicate-then-2x). Add AddPaymentInfo event server-side.

Gate before Day +1: EMQ ≥ 7 on at least one priority event.



Day 10

Phase 3 · Mid-funnel ramp

Action: Maintain Page activity: 1 organic post + reply to comments. Budget \$250–\$300/day.

Gate before Day +1: Account Quality still green. Spend ramp under +30%/day.



Day 11

Phase 4 · Retargeting + CBO

Action: Launch retargeting: 7-day site visitors + 95% video viewers. Cap at 20% of total spend. Add 1–5% LAL.

Gate before Day +1: Retargeting audience size $\geq 1k$. Frequency target ≤ 2.5 .



Day 12

Phase 4 · Retargeting + CBO

Action: Open CBO at the campaign level with 3–5 ad sets. Move one ad set to Purchase optimization.

Gate before Day +1: ≥ 25 Purchase or Lead events in last 7 days.



Day 13

Phase 4 · Retargeting + CBO

Action: Launch first creative iteration batch: 3 new ads on the Day-6 winning angle.

Gate before Day +1: Kill any ad $< 1\%$ CTR after 1k impressions.



Day 14

Phase 4 · Retargeting + CBO

Action: Scale to \$500–\$700/day. Audit AEM priorities — top 8 events ranked in Brand Safety → Domains.

Gate before Day +1: CPA within 20% of target across last 3 days.



Day 15

Phase 4 · Retargeting + CBO

Action: Activate Value optimization on any campaign that has cleared Learning (50 events/7d).

Gate before Day +1: Purchase event out of Learning phase on at least one ad set.



Day 16

Phase 5 · Full funnel

Action: Layer full funnel: cold broad + 1/3/5% LALs + 7d/30d retargeting. Exclude purchasers from prospecting.

Gate before Day +1: Frequency on cold ≤ 1.8 . No audience overlap $> 20\%$.



Day 17

Phase 5 · Full funnel

Action: Push to \$1k/day. Maintain creative refresh cadence at 30–50% per week (never 100%).

Gate before Day +1: EMQ ≥ 7 on every priority event.



Day 18

Phase 5 · Full funnel

Action: Open a parallel Advantage+ Shopping campaign with the existing winning creative.

Gate before Day +1: No 'Limited delivery' warning on any ad set.



Day 19

Phase 5 · Full funnel

Action: Scale CBO winners +30%. Archive (do not delete) losers — preserves account history.



Day 20

Phase 5 · Full funnel

Action: Test 1 policy-edge creative in a sandbox ad set only. Hold compliant creative on main campaigns.

Gate before Day +1: Sandbox ad set passes review without flags.



Day 21

Phase 5 · Graduation

Action: Account is seasoned. Open broad targeting + Advantage+ audience. Retargeting drops to 15–25% of budget. Ready to scale to \$2k–\$5k+/day.

Gate before Day +1: All Day-21 gates green. Begin scaling playbook.