

Meta Traffic Diagnostic Sheet

Is it the ads or the store? The comparison, the six store checks and the ad checks, in order. By Kaspian Fuad, Shopify CRO.

1. The ads-or-store test (GA4)

Reports > Acquisition > Traffic acquisition, 28 days
Meta vs Google organic vs Google paid vs direct.

Engagement rate + avg engagement time
Meta alone low = campaign or in-app browser.

Add-to-cart % + purchase % per source
Every source drops at one step = store fault.

Then Shopify analytics by device
Paid social is mobile. A mobile-only collapse shows here.

2. One store, before the fix

Meta 61% of traffic, 17s engagement
Google referrals: 72.7% engaged, 1m 6s, best CVR.

56% of sessions in the Facebook in-app browser
Mobile CVR 0.11%, add-to-cart 1.6%.

893 sessions, 6 add-to-carts
13.5% of sessions confirmed bots.

3. Store check 1: the in-app browser

Tap your own ad on a real phone
Time the first paint. Not Lighthouse, the Instagram browser.

Image + title + price inside 2s
Inline critical CSS, defer app JS, eager first image only.

No service worker, weak cache, slow JS
Safari forgives an app-heavy theme. Meta does not.

4. Store check 2: overlays

Count what you close before you can scroll
Cookie modal + email popup = two exits.

Clarity click heatmap on the landing page
One store: 56% of mobile taps went to overlays.

Bottom-bar cookie notice, no popup on PDPs
Freed 56% of interaction for shopping.

5. Store check 3: ad promise vs page

Product, price, offer must match above the fold
30% off in the ad, full price on the page = bounce.

Land on the PDP, not the homepage
Every extra click loses in-app sessions.

Show the discount where the ad showed it
Compare-at price + savings badge on the PDP.

6. Store check 4: buy button + form

Button in the first mobile viewport
One store: 21% left before the button appeared.

Sticky add-to-cart bar on long pages
Constrain image height: max-height: min(55vww, 280px).

Test every variant with the console open
Unavailable on one size converts nobody.

7. Store checks 5 + 6: price context, pixel

Shipping or free-shipping threshold by the price
Baymard: extra costs = 40% of abandonment reasons.

Installments + trust grid for cold visitors
Returns, payment, who you are.

Events Manager: event match quality 0-10
Purchase count vs Shopify orders. Big gap = weak signal.

Shopify data sharing: Standard = pixel only
Enhanced / Maximum add the Conversions API.

8. Then the ads, in order

Objective: Sales, not Traffic
Traffic buys the cheapest click. A scroller, not a shopper.

Placements
Audience Network is not Instagram feed. Same GA4 row.

Creative-to-page alignment, frequency, bots
Fix the page first, then spend.

Purchase events feed the Sales objective
Weak match quality = Meta optimizes on half a picture.

9. Benchmarks (Shopify, June 2026)

Global 2.66% . Beauty 5.32% . Fashion 2.77%
Home & furniture 1.29%.

Mobile 2% vs desktop 3.7% (Contentsquare)
Paid social is mobile. Expect below store average.

Add-to-cart average 4.6% (Littledata)
Under 3% on paid PDP traffic = page is stopping people.

Cart abandonment 70.22% (Baymard)
A Meta add-to-cart still needs the checkout to hold.

10. Who to hire, what it costs

Shopify CRO specialist who writes theme code
Reads GA4 + Events Manager, ships the fix, measures.

Fixed-scope audit \$500 to \$2,500, 2 to 3 days
Senior fix time \$50 to \$75 an hour.

Media buyer after the store converts
Ask: source split before and after, on a real store.

Meta budget over \$10K/mo: weekly funnel retainer
Costs less than one bad month of spend.