MARKETING AUDIT · 5 COMPONENTS

Marketing Audit

Festara Events B.V.

Website · Tracking · Google Ads · Meta Ads · LinkedIn Ads

AUDIT DATE
5 August 2026

MEASUREMENT WINDOW
4 Jun – 2 Aug 2026 (60 days)

CARRIED OUT BY
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STATUS
Sample report — fictitious company

This document was compiled from data read directly out of Google Analytics 4, Google Tag Manager, Google Ads, Meta Ads and LinkedIn Ads, together with a crawl of all 62 pages of the website and a speed measurement through PageSpeed Insights. Everything was read only; nothing in the accounts or on the site was changed.

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The document runs from broad to narrow: first the overall picture and the priorities, then the findings and recommendations for each component, with the supporting figures directly beneath them. The advice closes it.

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STRATEGY SESSION

Book your free strategy session 20

COLOUR CODING

CRITICAL	Costs money now or makes the figures unusable. Act within weeks.
ATTENTION	Leaves return on the table or is a risk. Schedule this quarter.
GOOD	Works as it should. Named so you know what to protect.

UP FRONT

Assignment & scope

This audit assesses five parts of the online marketing. Each part gets a page of findings and recommendations first; the substantiation follows directly underneath. All five channels are running and all five delivered during the measurement window, so all five are judged on performance.

What you told us

The premises from the intake form — the audit is judged against these.

Company	Festara Events B.V. — Utrecht
Website	festara.nl
Offering	Company and staff parties, weddings and private parties — concept, venue, technical production and delivery
Audience	HR and office managers (corporate) · couples getting married · private clients with an anniversary
Service area	The Netherlands, weighted to the Randstad
Goal	8 corporate bookings per quarter · € 1.2 million revenue in 2026
Avg. booking value	€ 18,500 corporate · € 9,200 wedding · € 3,400 private
Monthly media budget	€ 4,500 across all channels
Contact routes	Phone · quote form · WhatsApp · e-mail
Lead follow-up	Yes, every enquiry is recorded in the in-house CRM
Peak season	September to December — Christmas parties and staff events

What was checked

Only the sources below were examined. Other tools are out of scope.

✓	Website — festara.nl · 62 pages crawled · field speed from Chrome user data	Active
✓	Tracking — GTM-KX9F2PD · GA4 412887304 · Meta dataset 1042778319664520	Active
✓	Google Ads — customer ID 472-905-1183 · 6 campaigns · € 5,240 in the window	Active
✓	Meta Ads — act_882145097630471 · 3 campaigns · € 2,180 in the window	Active
✓	LinkedIn Ads — ad account 512884907 · 2 campaigns · € 1,640 in the window	Active

Delimitation. Tracking was checked exclusively in Google Tag Manager, Google Analytics 4 and the conversion definitions inside Google Ads, Meta and LinkedIn. The CRM was not read: the 212 enquiries referred to throughout this document were supplied by Festara. What happens after the enquiry — quote, follow-up, award — falls outside this audit.

COMPONENT 0

Management summary

Enough is coming in: 212 enquiries and € 261,500 in bookings over sixty days, on € 9,060 of media. The problem is not volume but steering. 41% of enquiries arrive by phone and are measured nowhere, while the platforms report 225 conversions of which more than half are not enquiries at all. The consequence shows up in the budget split: 8% of the Google budget goes to the segment that produces 64% of revenue.

5.2 /10

Overall picture: attention required

The foundation is there: three channels are running, volume is arriving and money is being made. But the measurement underneath counts the wrong things and misses the most important route entirely, and that is what let the budget split drift. Fix the measurement first, then reallocate the budget — without the first step, the second is a guess.

SCORE PER COMPONENT

WEBSITE	TRACKING	GOOGLE ADS	META ADS	LINKEDIN ADS
6.0 /10	3.5 /10	6.5 /10	5.5 /10	4.5 /10
ATTENTION	CRITICAL	ATTENTION	ATTENTION	CRITICAL

KEY FINDING PER COMPONENT

Website — beautiful, heavy, and the corporate visitor has to go looking 6.0

The site takes 5.9 seconds to render on mobile while 70% of traffic is mobile; gallery pages weigh up to 4.6 MB. The corporate landing page sits three clicks deep, is absent from the main menu, and none of the four case studies is corporate. Of everyone who opens the quote form, 94% never sends it.

Tracking — measures the wrong things, and misses the biggest route 3.5

Phone is the largest contact route at 87 of 212 enquiries and is recorded nowhere. Meanwhile brochure download and newsletter sign-up sit as primary conversions in Google Ads: together 138 of the 263 measured events.

Google Ads — competently built, aimed at the wrong segment 6.5

The structure is sound: separate campaigns, no keyword overlap. But € 430 of € 5,240 goes to corporate terms — 8% of the budget for 64% of revenue — and that campaign loses 68% of impression share because its budget runs out. The budget is also flat all year while 61% of corporate demand falls between September and December.

Meta Ads — reaches plenty of people, but not the ones who just left 5.5

€ 2,180 produced 63 enquiries at € 34.60 each, which is good in itself. Nobody is being approached a second time, though: the 1,290 visitors who opened the quote form without sending it are in no audience at all. And every ad runs on stock imagery while an archive of real parties sits unused.

LinkedIn Ads — the right channel, set up wrong 4.5

€ 1,640 produced 9 leads at € 182 each, and 5 of those 9 held a job title that never decides on a staff party. The lead form asks for nine fields: of the 51 people who opened it, 18% completed it. That puts a usable lead at € 410.

WHAT FIRST

Priorities

In order of impact. The first two together take about a week and decide whether the rest can be judged at all — as long as the measurement counts the wrong things, every budget decision is a guess.

1 **Measure phone calls as a conversion**

87 of 212 enquiries arrived by phone and appear in no platform. Put call-tracking numbers in place with a 60-second call-duration threshold, turn the number on mobile into a clickable tel: link with its own event, and import both as conversions into Google Ads and Meta. Without this step, 41% of demand is invisible to every bidding algorithm.

Impact: high · Effort: medium · Owner: Sluys · Lead time: 2 weeks

2 **Take brochure download and newsletter out of the primary conversions**

Both are primary in Google Ads today and together count 138 times over sixty days. Move them to secondary — they stay useful as a signal — and keep only quote sent, phone call and WhatsApp click as primary. Switch the counting from 'every' to 'one per click' at the same time.

Impact: high · Effort: low · Owner: Sluys · Lead time: 1 day

3 **Shift budget towards the corporate segment**

The corporate campaign gets € 430 of € 5,240 and loses 68% of impression share to budget, while a corporate booking is worth € 18,500 on average against € 3,400 for a private party. Take the corporate campaign to € 1,800 a month, funded from the generic campaign, and tighten its keywords with exclusions for consumer searches.

Impact: high · Effort: low · Owner: Sluys · Lead time: 1 week

4 **Make the media budget seasonal**

61% of corporate search demand falls between September and December, but the budget sits at € 4,500 every month. Move to roughly € 2,800 in the quiet months and € 7,000 from September to December, at the same annual spend. Decide before the end of August — orientation on Christmas parties starts in the first week of September.

Impact: high · Effort: low · Owner: client + Sluys · Lead time: 3 weeks

5 **Shorten the LinkedIn lead form and sharpen the job-function targeting**

Nine fields produce an 18% completion rate; four fields — name, work e-mail, company, headcount — typically achieve double that. At the same time, replace the seniority filter with a job-function filter (HR, office management, executive) at companies of 50 employees and up. Right now 5 of 9 leads are unusable.

Impact: medium · Effort: low · Owner: Sluys · Lead time: 1 week

COMPONENT 1 OF 5

Website — UX & SEO

6.0 /10

ATTENTION

festara.nl · 62 pages · window 4 Jun – 2 Aug 2026

A beautiful site that is too slow on mobile and makes the corporate visitor go looking

Festara sells atmosphere, and the site shows it — big photographs, real parties, a clear proposition inside one screen. That is also exactly where the problem starts: the gallery pages weigh up to 4.6 MB and take almost six seconds to render on mobile, while seven in ten visitors arrive on a phone. Underneath that sits a second, more expensive issue. The site is built for the consumer visitor: the corporate landing page is three clicks deep, absent from the main menu, and not one of the four case studies on the site is about a company party. The segment that produces 64% of revenue has to convince itself it has come to the right place.

SESSIONS	BOUNCE RATE	MOBILE SPEED	FORMS SENT
16,930	**58%**	**34**	**76**
60 days · mobile 11,870 · desktop 5,060	mobile 64% · desktop 44%	field · LCP 5.9 s · CLS 0.21 · INP 310 ms	out of 1,290 forms opened

Google Analytics 4 | PageSpeed Insights API (field + lab) | Crawl of 62 URLs

FINDINGS & RECOMMENDATIONS

On mobile it takes almost six seconds before anything is there

CRITICAL

The largest content element appears after 5.9 seconds on mobile (a field value from real Chrome visits), against 2.1 seconds on desktop. The cause is imagery: the home page loads 4.6 MB of photographs, the gallery at /sfeerimpressie/ loads 38 images at once with no lazy loading, and not a single image is served as WebP. Mobile bounce sits at 64% against 44% on desktop.

Recommendation: Serve every image as WebP at a maximum width of 1,600 px, switch on lazy loading for everything below the fold, and load the gallery twelve at a time. That is an afternoon's work and should take three seconds off the mobile load time.

The corporate visitor has no route of their own through the site

CRITICAL

/bedrijfsfeest/ is not in the main menu and is only reachable through the footer or through 'All services' — three clicks from the home page, with three internal links pointing at it across the entire site. It carries no price indication, no capacity information and no corporate reference; all four case studies on the site are weddings.

Recommendation: Put 'Company parties' first in the main menu and rebuild the page as a real landing page: three corporate cases with guest numbers and venue, a 'from € x per guest' indication, and a quote form on the page itself rather than behind it.

Of every hundred people who open the quote form, six send it

ATTENTION

1,290 visitors opened the form and 76 sent it — 5.9%. The form has nine required fields, among them 'estimated budget' and 'number of guests' immediately after the name, before anything has been said about price or approach.

Recommendation: Cut the form back to four fields (name, e-mail, type of party, date) and ask for the rest during follow-up. Make the budget field optional or remove it — that is the field people abandon on a purchase they cannot yet size.

EVIDENCE 1A · WEBSITE

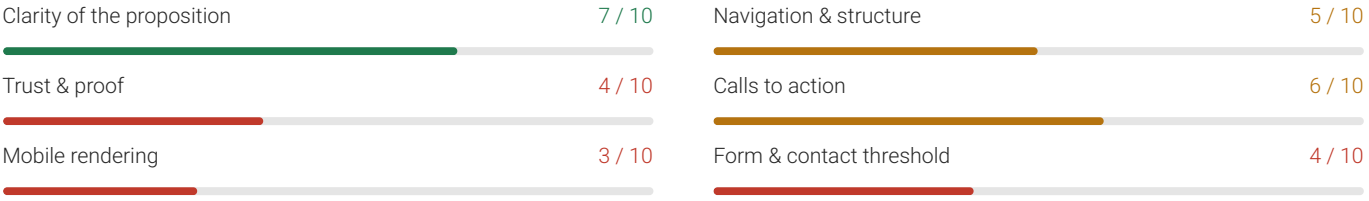
The funnel and the user experience

Where visitors drop out on the way to an enquiry, and how the site scores on the aspects that explain it.

STEP	VISITORS	OF TOTAL	LOST VS. PREVIOUS STEP
Arrived on the site	16,930	100%	–
Viewed a service page	6,140	36%	64%
Opened the quote form	1,290	7.6%	79%
Sent the form	76	0.4%	94%

GA4 · run_funnel_report GA4 · run_report

The biggest loss sits on the last step, and that is the most expensive loss there is: these are people who already had the form open. 94% of them do not send it. With nine required fields, two of which ask for budget and guest numbers, that is no surprise — the form demands a decision the visitor has not made yet.



The proposition is strong and the photography does its job — a visitor knows within one screen what is being sold here. The four lowest scores hang together: on mobile that screen takes too long to arrive, there is no corporate proof to find, and anyone who pushes on regardless runs into a nine-field form. That is the order in which they should be solved.

Trust & proof — the weakest aspect, and the cheapest to repair

- Four case studies across the whole site, all four weddings — not one company party.
- No price indication or 'from' figure, while three of the four competitors show one.
- No reviews visible: no Google ratings, no quotes from clients.
- No names or logos of companies whose parties Festara has run.
- No faces from the team — for a service sold on trust, that is a missed opportunity.

EVIDENCE 1B · WEBSITE

Findability and speed

The technical basics: does the site load fast enough for the visitors it actually gets, and is it readable to search engines.

MOBILE SPEED	DESKTOP SPEED	HOME PAGE WEIGHT
34	**71**	**4.6**
field · LCP 5.9 s · CLS 0.21 · INP 310 ms	field · LCP 2.1 s · CLS 0.04	MB, of which 4.1 MB is imagery

✓	HTTPS & redirects	In order	301 from www to the bare domain, no chain longer than one step
✓	Sitemap & robots.txt	In order	62 URLs, correctly declared and fully indexable
~	Titles & meta descriptions	Partial	11 of 62 share one title — every gallery page is called 'Sfeerimpressie | Festara'
~	Heading structure (H1)	Partial	7 pages carry two H1s, because the slider heading is also marked up as one
✕	Images (alt + format)	Not in order	214 of 486 without alt text, no WebP, heroes up to 4.6 MB
✕	Structured data	Missing	no LocalBusiness or Event schema — no chance of rich results
✕	Internal links to /bedrijfsfeest/	Too few	3 internal links, not in the main menu, three clicks from the home page
~	Mobile usability	Partial	tap targets in the gallery sit too close together at 390 px

crawl · 62 URLs | PageSpeed Insights API | CrUX · 28-day field dataset

The pattern is consistent: everything to do with engineering is in order, everything to do with imagery is not. That is good news — a single image-optimisation pass touches the speed, the alt texts and the mobile usability at once.

SEARCH TERM	VOLUME/MONTH	POSITION	PAGE
bedrijfsfeest organiseren	1,900	14	/bedrijfsfeest/
personeelsfeest organiseren	1,300	22	/bedrijfsfeest/
bruiloft organiseren	2,400	11	/bruiloft/
kerstborrel bedrijf	720	outside top 50	no page
personeelsuitje ideeën	1,600	outside top 50	no page

Search terms are shown as people type them. The two without a page of their own — company Christmas drinks, and staff outing ideas — are precisely the peak-season terms: 2,320 searches a month where Festara ranks nowhere organically and paid traffic is currently the only route in.

COMPONENT 2 OF 5

Tracking & measurement

3.5 /10

CRITICAL

GTM-KX9F2PD · GA4 property 412887304 · Meta dataset 1042778319664520

The biggest contact route isn't measured, and part of what is counted isn't an enquiry

The container is complete: fourteen tags, tidily organised, published, with a working consent check. Nothing was neglected here — the problem is what gets counted. Phone is the largest route at 87 of 212 enquiries and appears in no system at all, while brochure download and newsletter sign-up sit as primary conversions in Google Ads and contribute 138 events between them. That is how the platforms come to report 225 conversions against 125 measurable enquiries. Every efficiency figure in the next three chapters rests on that base.

ENQUIRIES (CRM)	REPORTED	UNMEASURED	PRIMARY ACTIONS
212	**225**	**41%**	**4**
60 days, all routes	as conversions · all platforms together	87 by phone, recorded nowhere	in Google Ads · 2 are not enquiries

Google Tag Manager · Google Analytics 4 · Google Ads · Meta · LinkedIn Ads

> Note: '225 reported' and '212 enquiries' are not comparable numbers. The first counts events on the site, the second counts conversations in the CRM. They sit side by side here to show how far apart the two have drifted.

FINDINGS & RECOMMENDATIONS

Phone is the largest enquiry route and is recorded nowhere

CRITICAL

Of the 212 enquiries in the CRM, 87 came in by phone — 41%. No call-tracking number is in use, and the phone number on the site is plain text rather than a tel: link, so even the click on it cannot be measured. No advertising platform knows which click led to the most valuable contact.

Recommendation: Put call-tracking numbers in place with a 60-second call-duration threshold and turn the number on mobile into a clickable tel: link with its own event. Import both as a conversion in Google Ads and as an event in Meta.

Brochure download and newsletter count as primary conversions

CRITICAL

Four conversion actions are set to primary in Google Ads: quote sent (76×), brochure download (96×), newsletter sign-up (42×) and WhatsApp click (33×). Brochure and newsletter together are 138 of the 263 measured events — 52% of what is counted as a conversion is not an enquiry.

Recommendation: Move brochure download and newsletter to secondary. They stay visible as a signal and they are useful for retargeting, but the bidding algorithm should not steer on them: a brochure costs nothing and says nothing about intent to buy.

Every conversion action counts each time instead of once per click

CRITICAL

All four actions are set to 'every' (MANY_PER_CLICK). Someone who downloads three brochures and then signs up for the newsletter counts as four conversions from one click. With the brochure that demonstrably happens: 96 downloads spread across 71 unique users.

Recommendation: Set all four actions to 'one per click'. For a service sold once per enquiry that is the only correct setting — 'every' belongs to a webshop where someone can buy twice.

EVIDENCE 2A · TRACKING

What is actually measured

The matrix reads left to right: does the route exist on the site, is it picked up in GTM, does it arrive in GA4, and does it carry through to the advertising platforms. The volume column covers 60 days.

	VOLUME/60D	ON THE SITE	GTM	GA4	GOOGLE ADS	META	LINKEDIN
Quote form sent	76	✓	✓	✓	✓	✓	✓
Enquiry by phone	87	text	✗	✗	✗	✗	✗
WhatsApp click	33	✓	✓	✓	✓	✓	n/a
E-mail address click	16	✓	✗	✗	✗	✗	n/a
Brochure downloaded	96	✓	✓	✓	primary	Lead	✗
Newsletter sign-up	42	✓	✓	✓	primary	✗	✗

GTM · live version 22 | GA4 · eventName × eventCount | Google Ads · conversion_action | Meta · ads_get_datasets | CRM export, Festara

> Read the second row together with the bottom two: the route with the highest volume and the highest value is entirely empty — the number is only there as plain text, so even the click cannot be measured — while the two routes that say nothing about intent to buy are passed through everywhere and are primary at Google. That is how you get an account which, by its own figures, performs well on exactly the traffic that never calls.

CONVERSION ACTION (GOOGLE ADS)	60D	TYPE	COUNTING	VERDICT
Quote sent	76	Primary	Every	Keep — counting to one per click
Brochure downloaded	96	Primary	Every	To secondary — not an enquiry
Newsletter sign-up	42	Primary	Every	To secondary — not an enquiry
WhatsApp click	33	Primary	Every	Keep — counting to one per click
Phone call > 60 sec	–	—	—	Does not exist — create it (priority 1)

After the first two priorities, Google Ads will count 109 primary conversions over sixty days instead of 247, and all 109 will be real enquiries. So the number gets lower and usable at the same time — be ready for that, because in the reporting it will briefly look as though things got worse.

EVIDENCE 2B · TRACKING

Settings and the desired configuration

The setup as it lives today, and how it should look once the first two priorities are done.

SETTING	TODAY	VERDICT
GTM container	GTM-KX9F2PD · version 22 published	Good
Tags · triggers · variables	14 · 11 · 6	Good
GA4 property	412887304 · festara.nl · EUR · Europe/Amsterdam	Good
GA4 ↔ Google Ads	linked since 14 Feb 2025	Good
Key events	5 marked, 2 of which are not enquiries	Critical
Counting per conversion action	4 × every (MANY_PER_CLICK)	Critical
Call measurement	not configured — no call-tracking number, no tel: link	Critical
Meta pixel	1042778319664520 · active	Good
Meta Conversions API	not configured — browser side only	Attention
Consent Mode v2	active, every tag carries a consent check	Good

The infrastructure is in order — a published container, a linked property, a correct consent check. Everything that is wrong is wrong in the definitions: which event is called a conversion, how often it counts, and which route is missing altogether. That is good news, because changing definitions takes hours, not weeks.

EVENT	GA4	GOOGLE ADS	META
quote_sent	Key event	Primary (one)	Lead · value 150
phone_call > 60 sec	Key event	Primary (one)	Lead · value 150
whatsapp_click	Key event	Primary (one)	Lead · value 60
brochure_download	Event	Secondary	ViewContent — retargeting
newsletter_signup	Event	Secondary	—

This is the desired configuration: three primary conversions that all three mean a conversation, with values that reflect the difference between a quote request and a WhatsApp question. The gap with today is an afternoon of work plus two weeks' lead time for call measurement — and it is the difference between steering and guessing.

COMPONENT 3 OF 5

Google Ads

6.5 /10

ATTENTION

Customer ID 472-905-1183 · 6 campaigns · € 5,240 over 60 days

Skilfully built, and aimed at the segment that returns the least

The build is not the issue: brand, generic and the two segments each have their own campaign, the naming is consistent, there is no keyword overlap. Someone who knew what they were doing worked here. What was never asked sits a level higher: where does the money go? € 2,980 of € 5,240 goes to generic party terms that deliver almost only private parties (€ 3,400 on average), while the corporate campaign makes do with € 430 against an average of € 18,500 — and loses 68% of impression share when its budget runs out.

COST	CLICKS	CONVERSIONS	COST/ENQUIRY
€ 5,240	**5,698**	**153**	**€ 88.81**
60 days · 6 campaigns, 1 paused	avg. € 0.92 per click	as Google counts · 94 brochure/newsletter	59 real enquiries · recalculated

Google Ads · campaign + metrics | Google Ads · conversion_action | Google Ads · search_term_view | CRM export, Festara

Note: 'conversions' above and overleaf is the figure Google reports — including the brochure downloads and newsletters from part 2, counted several times per click. 'Cost per enquiry' is our recalculation on the 59 enquiries that demonstrably came from Google Ads; it is not in the account and appears there only after priority 2.

FINDINGS & RECOMMENDATIONS

8% of the budget goes to the segment that produces 64% of revenue

CRITICAL

Of € 5,240, some € 430 went to 01_Search_Bedrijfsfeest_NL and € 2,980 to 01_Search_Feest-Generiek_NL. Over the same sixty days Festara booked € 166,500 in corporate work against € 30,600 in private parties. The corporate campaign loses 68% of impression share when its budget runs out — the demand is there, it just isn't captured.

Recommendation: Take 01_Search_Bedrijfsfeest_NL to € 1,800 a month, funded from the generic campaign. Add exclusions there for consumer searches and move the corporate terms across.

The budget is flat all year in a market that isn't

ATTENTION

The media budget sits at € 4,500 every month. Search volumes on the corporate terms show 61% of annual demand falling between September and December, peaking in late October when companies lock in their Christmas party. June currently gets the same spend as October.

Recommendation: Convert the annual budget into a seasonal schedule: roughly € 2,800 a month from January to August and € 7,000 from September to December, at the same annual spend. Decide before the end of August — the orientation phase starts in the first week of September.

The generic campaign mostly attracts small private parties

ATTENTION

The ten most expensive search terms in 01_Search_Feest-Generiek_NL cost € 1,640 between them — queries like 'feestje organiseren' and 'feestzaal huren goedkoop'. The campaign delivers 84 conversions at € 35.48.

Recommendation: Split the generic campaign into a corporate and a consumer variant with their own budgets and ad copy. At € 3,400 an average private party cannot carry the same cost per conversion as an € 18,500 corporate booking.

EVIDENCE 3A · GOOGLE ADS

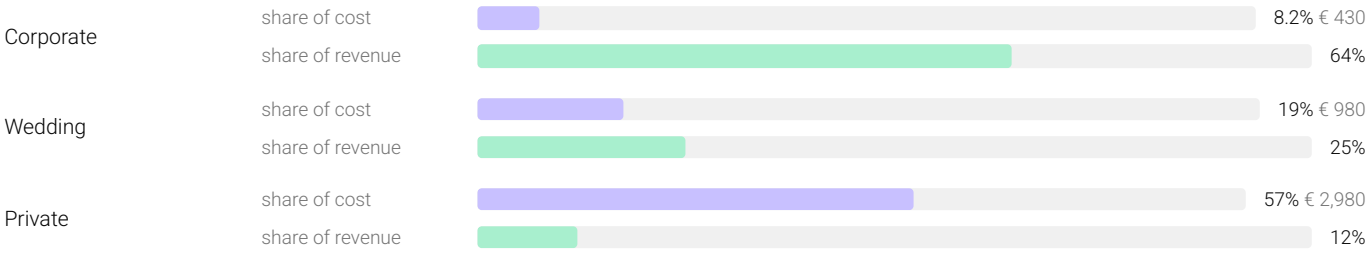
Campaigns, budget and where the value sits

Every campaign in the account, and beneath it the comparison that captures this chapter in one picture: where the money goes against where the revenue comes from.

CAMPAIGN	STATUS	COST	CLICKS	CONV.	COST/CONV.
00_Brand_Festara_NL	Good	€ 310	612	21	€ 14.76
01_Search_Feest-Generiek_NL	Attention	€ 2,980	3,240	84	€ 35.48
01_Search_Bruiloft_NL	Good	€ 980	742	24	€ 40.83
01_Search_Bedrijfsfeest_NL	Critical	€ 430	214	6	€ 71.67
03_PMax_Alle-diensten_NL	Attention	€ 540	890	18	€ 30.00
05_Display_Remarketing_NL	—	€ 0	0	0	–
Total		€ 5,240	5,698	153	€ 34.25

Google Ads · GAQL campaign Google Ads · search_term_view

The corporate campaign has the highest cost per conversion in the account (€ 71.67), which is why it never received more budget. That is the trap: on a € 18,500 booking, an enquiry is allowed to cost several times what an enquiry for a € 3,400 party costs. As long as every campaign is judged on the same cost per conversion, the cheapest segment wins automatically.



This is the entire Google Ads chapter in one picture. Over sixty days the corporate segment delivered € 166,500 of the € 261,500 in bookings and received 8% of the budget; the private segment delivered € 30,600 and received 57%. The brand and PMax campaigns (€ 850 between them) are deliberately left out of this comparison because they run across all segments.

What else stands out in the account

- The exclusion lists are maintained and there is no overlap between campaigns — that is careful work and should be protected.
- The remarketing campaign has been paused for seven months, and no audience was ever built for it.
- PMax runs without a brand-term exclusion, so part of the 21 brand conversions is probably being double-counted.
- Not one ad mentions the corporate offering: all seven ad texts are written for a private party.

COMPONENT 4 OF 5

Meta Ads

5.5 /10

ATTENTION

act_882145097630471 · 3 campaigns · € 2,180 over 60 days

Reaches plenty of people cheaply, but not the ones who just left

Meta is doing what Meta should do here: 412,000 impressions for € 2,180 and 63 enquiries at € 34.60. For a wedding market that is a decent figure. Two things are missing, and both cost money. There is not a single custom audience in the account, so the 1,290 visitors who opened the quote form without sending it are never approached again — the warmest group there is, skipped. And every ad runs on bought stock imagery, while Festara has an archive of real parties that every competitor lacks. In a market that sells on atmosphere, that is the most underused asset in this document.

SPEND	IMPRESSIONS	ENQUIRIES	COST/ENQUIRY
€ 2,180	412,000	63	€ 34.60
60 days · 3 campaigns	CPM € 5.29	form + WhatsApp	see the caveat below

Meta · ads_get_ad_entities | Meta · insights | Meta · ads_get_datasets

Note: this is the only channel where cost per enquiry is reasonably trustworthy, because the brochure download is not configured as a Lead event here. Phone enquiries are missing here too, though (part 2), so the real number of enquiries from Meta is higher than 63 and the cost per enquiry lower than € 34.60.

FINDINGS & RECOMMENDATIONS

There is not a single custom audience, so there is no retargeting

CRITICAL

The account holds zero custom audiences and zero lookalikes. Over sixty days, 1,290 people opened the quote form without sending it and 96 downloaded a brochure — well over 1,300 people who were demonstrably weighing it up and then never saw anything from Festara again.

Recommendation: Create four audiences today: website visitors 30 and 180 days, form-opened-not-sent (90 days) and brochure-downloaded (180 days). They only start filling from the moment they exist. Then put 15% of the Meta budget on retargeting.

Every ad uses stock imagery while an archive of real work sits unused

ATTENTION

All eleven active ads use bought stock photographs of generic parties. Frequency in the wedding campaign stands at 4.6 and the click-through rate fell from 1.4% to 0.8% across the window — the imagery is worn out. Festara photographs every party it runs.

Recommendation: Replace the creative with your own material: three vertical videos of 6 to 10 seconds cut from existing party footage, plus four stills with the venue and guest count on screen. Refresh every six weeks — at a frequency of 4.6, that is the rhythm this campaign needs.

The corporate campaign gets too little budget to learn anything

ATTENTION

03_Action_Bedrijfsfeest_NL received € 300 over sixty days and produced 4 enquiries. Meta needs roughly 50 conversions per ad set per week to exit the learning phase; this set manages two a month and therefore never really optimises.

Recommendation: Choose one of two: switch the corporate campaign off on Meta and concentrate the corporate budget on Google and LinkedIn where intent is higher, or take it to at least € 900 a month in the autumn with a broad audience. Carrying on half-heartedly at € 150 a month delivers nothing by definition.

EVIDENCE 4A · META ADS

Campaigns, delivery and measurement

What the three campaigns did, and what is and isn't ready underneath them.

CAMPAIGN	SPEND	IMPRESSIONS	FREQUENCY	ENQUIRIES	COST/ENQUIRY
02_Consideration_Bruiloft_NL	€ 1,240	214,000	4.6	38	€ 32.63
03_Action_Prive-feest_NL	€ 640	128,000	3.1	21	€ 30.48
03_Action_Bedrijfsfeest_NL	€ 300	70,000	1.4	4	€ 75.00
Total	€ 2,180	412,000		63	€ 34.60

Meta · ads_get_ad_entities | Meta · insights (60d)

The wedding campaign carries the account, but a frequency of 4.6 means the same people saw the ad almost five times in sixty days. Combined with a click-through rate that halved, that is the classic picture of worn-out creative — not of a wrong audience. The corporate campaign, at 1.4, has the opposite problem: it isn't worn out, it never really got going.

✓	Meta Pixel	Active	1042778319664520, first-party cookie on, fires on every page
✗	Conversions API	Missing	browser side only — an estimated 15 to 25% of events is lost
✗	Custom audiences	Missing	zero audiences, zero lookalikes — retargeting is impossible
✓	Objective per campaign	In order	OUTCOME_LEADS on both action campaigns, which fits the goal
✗	Creative	Not in order	11 ads, all on stock imagery; no video, no own material
~	Placements	Partial	Advantage+ placements on, but 9 of the 11 ads exist only in 1:1

Three of the six points above take less than a day between them: create the audiences, connect the Conversions API, and supply the ads in 9:16 as well. None of the three is spectacular, but all three raise the number of enquiries out of the same budget — and the audiences only become more valuable the longer they exist.

The creative, concretely

- 11 active ads, all on bought stock imagery; no video, no own material.
- 9 of the 11 were supplied in 1:1 only — in Reels and Stories those are cropped or not shown at all.
- Click-through rate in the wedding campaign fell from 1.4% to 0.8% at a frequency of 4.6.
- Not one ad names a date, a capacity or a price indication — so there is no reason to respond now.

COMPONENT 5 OF 5

LinkedIn Ads

4.5 /10

CRITICAL

Ad account 512884907 · 2 campaigns · € 1,640 over 60 days

The right channel for the corporate segment, set up wrong

For company parties LinkedIn is the logical channel: the decision-maker is an HR or office manager, and nowhere else can you select them so precisely. So the choice is right. The execution is not. Targeting selects on seniority rather than job function, which puts reach at 840,000 profiles, most of whom never decide on a party. The lead form asks for nine fields and is completed by 18% of the people who open it. Of the nine leads it produced in sixty days, four were usable. That puts the real price of a usable lead at € 410 rather than the € 182 the account shows — and even that is defensible on an € 18,500 booking, which is exactly how much there is to gain once this is set up properly.

SPEND	CLICKS	LEADS	USABLE LEADS
€ 1,640	**196**	**9**	**4**
60 days · 2 campaigns	CTR 0.51% · CPC € 8.37	out of 51 forms opened	of 9 · € 410 per usable lead

LinkedIn Ads · get_campaign_performance | LinkedIn Ads · get_lead_gen_performance | LinkedIn Ads · get_audience_demographics

FINDINGS & RECOMMENDATIONS

Nine fields in the lead form cost four out of every five people who start it

CRITICAL

The form asks for name, job title, company, work e-mail, phone number, headcount, preferred date, estimated budget and a free-text note. 51 people opened it and 9 completed it — 18%, against 40 to 50% for four-field forms.

Recommendation: Cut the form back to four fields: name, work e-mail, company and headcount. All four are pre-filled automatically from the profile. Ask for date and budget in the follow-up call — which is where they belong anyway.

Targeting selects on seniority, not on who decides about a party

CRITICAL

Both campaigns target 'Manager and above' in the Netherlands at companies of 11 employees and up: 840,000 profiles. The demographics of the impressions show the largest groups are sales and IT roles. Of the 9 leads, 5 held a job that has nothing to do with a staff party, among them a sales manager and a sole trader with no staff.

Recommendation: Replace the seniority filter with job functions (Human Resources, Administrative/Office Management, Executive) at companies of 50 employees and up in the Randstad. That brings reach down to an estimated 90,000 profiles — smaller, more expensive per impression, and considerably cheaper per usable lead.

The awareness campaign competes with the lead campaign for the same people

ATTENTION

01_Awareness_Personeelsfeest_NL (€ 460) and 03_Action_Bedrijfsfeest_NL (€ 1,180) run simultaneously on exactly the same audience definition. LinkedIn shows one of the two per auction, so they crowd each other out and both push up the cost per impression.

Recommendation: Only run the awareness campaign once the audience has been tightened, and then exclude everyone who has already seen the lead campaign. Until then: the full budget on the lead campaign.

EVIDENCE 5A · LINKEDIN ADS

Campaigns, form and lead quality

What the two campaigns returned, and what those nine leads were worth on closer inspection.

CAMPAIGN	SPEND	IMPRESSIONS	CTR	LEADS	COST/LEAD
03_Action_Bedrijfsfeest_NL	€ 1,180	24,800	0.5%	7	€ 168.57
01_Awareness_Personeelsfeest_NL	€ 460	13,700	0.4%	2	€ 230.00
Total	€ 1,640	38,500		9	€ 182.22

LinkedIn Ads · get_campaign_performance LinkedIn Ads · get_lead_gen_performance

The click-through rates are normal for LinkedIn and so is the cost per lead — on paper there is nothing wrong. The problem only becomes visible when you look at the leads themselves, and that is exactly what a platform report never does.

JOB TITLE OF THE LEAD	COMPANY SIZE	FITS THE AUDIENCE
HR manager	250–500	● Good
Office manager	50–200	● Good
Office manager	200–500	● Good
Managing director	11–50	● Good
Sales manager	50–200	● Critical
IT consultant	1,000+	● Critical
Sole trader, no staff	1	● Critical
Recruiter (agency)	11–50	● Critical
Student / intern	11–50	● Critical

> Four of the nine leads hold a job that genuinely decides on a staff party. The other five are not bad leads but wrong ones: they are exactly what you get when you select on seniority instead of on function. € 1,640 divided by four usable leads is € 410 each — still a good trade against a booking worth € 18,500 on average, and that is the reason to re-tune this channel rather than drop it.

The lead form — nine fields, five of them unnecessary

- Keep: name, work e-mail, company, headcount — all four pre-filled automatically from the profile.
- Drop: phone number — the biggest drop-off point in a form people fill in on their phone.
- Drop: estimated budget — it demands a decision the enquirer has not made yet.
- Drop: preferred date, job title and free-text note — all three belong in the follow-up call, not the form.

APPENDIX · 1 OF 2

Data sources per component

For each part of this audit it is recorded where the data came from, so every finding is traceable and can be pulled again at any time.

Legend: Automatic straight from an API · Semi-automatic from a crawl, speed test or derived calculation · Manual the auditor's judgement, not machine-readable

DATUM	SOURCE	METHOD
WEBSITE		
Sessions, bounce, device split, funnel per step	Google Analytics 4 — run_report, run_funnel_report	Automatic
Load time, Core Web Vitals (field and lab)	PageSpeed Insights API + CrUX 28-day field dataset	Automatic
Titles, H1s, meta, alt text, canonicals, internal links	Crawl of 62 URLs from the sitemap	Semi-automatic
Page weight and image formats	Crawl combined with the per-page network analysis	Semi-automatic
Search volumes and organic positions per term	Keyword Planner combined with a per-page position check	Semi-automatic
Judgement on UX, proof and mobile rendering	Auditor's assessment from screenshots at 390 px	Manual
TRACKING		
Tags, triggers, variables, publication status	Google Tag Manager — get_live_gtm_version	Automatic
Property, currency, time zone, Ads link	Google Analytics 4 — get_property_details, list_google_ads_links	Automatic
Events that actually fired, and their volume	Google Analytics 4 — run_report on eventName	Automatic
Conversion actions, counting, primary/secondary	Google Ads — GAQL on conversion_action	Automatic
Pixel, dataset, server-side status	Meta — ads_get_datasets	Automatic
Consent handling per tag (Consent Mode v2)	Google Tag Manager — tag configuration and consent settings	Automatic
Enquiries per route (212 over 60 days)	CRM export supplied by Festara	Manual

APPENDIX · 2 OF 2

Data sources — advertising channels

Legend: Automatic straight from an API · Semi-automatic from a crawl, speed test or derived calculation · Manual the auditor's judgement, not machine-readable

DATUM	SOURCE	METHOD
GOOGLE ADS		
Campaigns, status, cost, clicks, conversions	Google Ads — GAQL on campaign	Automatic
Search terms and impression share lost to budget	Google Ads — search_term_view, campaign budget metrics	Automatic
Seasonal pattern of corporate search demand	Keyword Planner — monthly volumes across 24 months	Semi-automatic
META ADS		
Campaigns, objective, spend, results, frequency	Meta — ads_get_ad_entities, insights	Automatic
Pixel, dataset and custom audiences	Meta — ads_get_datasets, ads_get_ad_account_custom_audiences	Automatic
Judgement on the creative and the imagery	Auditor's assessment of the 11 active ads	Manual
LINKEDIN ADS		
Campaigns, spend, impressions, clicks, leads	LinkedIn Ads — get_campaign_performance	Automatic
Lead form, fields and completion rate	LinkedIn Ads — get_lead_gen_performance, list_lead_forms	Automatic
Assessment of the nine leads by job title and company size	Auditor, on the lead export from LinkedIn	Manual

Caveats on the figures

All figures cover 4 June to 2 August 2026 inclusive. The last two days are deliberately excluded because conversions are attributed with a delay.

The 212 enquiries and the € 261,500 in bookings come from Festara's own CRM export and were not read out of a system by us. They are the benchmark the platform figures were held against.

Phone enquiries are measured nowhere. Every cost-per-enquiry figure in this document therefore excludes those 87 conversations and comes out too high — by how much per channel cannot be established while call measurement is missing.

Amounts exclude VAT and are in the currency of the advertising account concerned (EUR).

This is a sample report. Festara Events B.V. does not exist and every figure in it is invented; the document shows what a Sluys marketing audit looks like, not how a real company is performing.

TO CLOSE

Book your free strategy session

This audit shows what is happening now. What the smartest first step is after that depends on where your demand comes from — and that differs per company. Below is what we recommend on the basis of these findings, and why the other two are not first in line.

THE THREE PACKAGES

OUR RECOMMENDATION

Capture

Capture the demand that already exists, before a competitor does.

from € 400 media budget a month

Attract

Build demand with people who aren't searching for you yet.

from € 1,000 media budget a month

Convert

Follow up on enquiries faster — automatically, so nothing is left waiting.

available as an add-on

The demand is demonstrably already there. The corporate campaign loses 68% of available impression share because its budget runs out, and the generic party terms produced 96,400 impressions over sixty days. So there is search demand you are currently handing to a competitor, in the segment that returns € 18,500 per booking on average. Capture is therefore the first step: move the budget to where the demand already stands, and align the seasonal schedule with it before September. Attract becomes relevant later — there is no need to build demand while the existing demand is not being captured. Convert comes into play once call measurement is in place, because only then can you see what happens to those 87 phone enquiries.

Book your strategy session

No obligation, no cost. We go through the results of this audit together and decide what you should fix first.