Facebook ads agency scorecard

Malta Digital · Yes = 10, partly = 5, no = 0. Any “no” on a deal-breaker means stop. Updated 4 November 2026.

Question	Agency A	Agency B	Agency C
1. Can I see real Ads Manager results, with dates and spend? **(deal-breaker)**			
2. Will the ad account, Page, Instagram and pixel stay in my business portfolio? **(deal-breaker)**			
3. Who will run my ads day to day, and how many accounts do they handle?			
4. What does the monthly fee cover, and what costs extra?			
5. Will ad spend go from my card straight to Meta? **(deal-breaker)**			
6. What will the monthly report show?			
7. How will you check tracking before we spend?			
8. What do you need to know about my margins and close rate?			
9. What is the notice period, and what do I keep if I leave?			
10. Do you promise any fixed result? If so, how? **(deal-breaker)**			
Total / 100			