

CHECKLIST · FREE RESOURCE

META ADS ON A SMALL BUDGET

*How to run Facebook and Instagram ads on 500 to 5,000 € a month
without wasting half of it*

Maison
Mint

AGENCY

2026

Meta ads budget checklist

Most small Meta accounts do not fail because the budget is too small. They fail because the budget is spread over too many ad sets, the tracking is broken so the algorithm learns from the wrong signal, and nobody has decided in advance what a good result costs. Fix those three and a 1,500 € budget behaves like a 5,000 € one.

This is the list we run before we touch a new account and again every month after. It is written for the 2026 version of Meta: Andromeda-era delivery, Advantage+ campaigns as the default, broad targeting winning more often than not, and creative doing the job that audiences used to do. If your mental model of Meta ads is from 2021, a few of these points will feel wrong. Test them anyway.

Numbers in here are from our own accounts and are illustrative. Your market will differ. The logic will not.

What is inside

1. Before you spend a cent
2. Tracking (the part everyone skips)
3. Account structure that does not waste money
4. Creative is the targeting now
5. Weekly and monthly routine
6. The short version

Before you spend a cent

Ten minutes of arithmetic saves months of guessing.

- ☐ **You know your break-even ROAS**
 - Divide 1 by your gross margin. At a 40 % margin, break-even ROAS is 2.5. Anything below that loses money even if the dashboard looks green.
- ☐ **You know what a lead or a sale is worth to you, and therefore your maximum cost per result**
 - For e-commerce: average order value times margin, minus returns. For leads: deal value times close rate. Write the number down.
- ☐ **The monthly budget can survive four weeks without a single sale**
 - Learning takes time. If one bad week forces you to pause, the account never leaves the learning phase.
- ☐ **The budget is at least 5 times your target cost per result per day, per ad set**
 - Meta needs roughly 50 conversions a week per ad set to optimise properly. If you cannot afford that, run fewer ad sets, not smaller ones.
- ☐ **You have decided the split: roughly 70 % to proven campaigns, 20 % to testing, 10 % to retargeting**
 - At under 1,000 € a month, skip the separate retargeting set and let Advantage+ handle it.