Gorilla 360

Scale-Readiness and Target Audit Checklist.

Check these six areas before you raise your budget. Tick each one off, and write down the date you changed anything.

1. Tracking you can trust

- [ ] Each purchase event has **one owner**: the Google & YouTube app, your feed app's tags, Google Tag Manager or theme code. Not two.
- [ ] A test order shows **one** purchase in Google Analytics and **one** purchase conversion in Google Ads.
- [ ] Purchase tracking that used to live in additional scripts or script tags has been rebuilt as an app pixel or a custom pixel.
- [ ] Google Ads is using one primary purchase conversion action.
- [ ] Cart data (the list of products in each order) is on, and the cart data diagnostics card in Google Ads reads Good or Excellent. If you use a feed app's tags, you have asked the vendor in writing whether they send cart data and in which ID format.
- [ ] Enhanced conversions are on, using a Google Ads conversion action (imports from Google Analytics are not supported).
- [ ] Your consent banner and Consent Mode set-up have been checked for Australia. Shopify's automatic banner covers the UK and EEA, not Australia. This is not legal advice.

2. Margin data

- [ ] Cost per item is filled in on **every variant**, excluding GST.
- [ ] You know your shipping, packing and payment fee costs per order, and your refund rate.
- [ ] Contribution margin and break-even ROAS are worked out by tier with our calculator or worksheet (all figures ex GST).
- [ ] Item IDs in your conversion tags match the Merchant Center product ids exactly.

3. Feed

- [ ] One app writes to Merchant Center for each country.
- [ ] The feed app has moved to the Merchant API, confirmed in your Data sources list and in writing from the vendor. (For the Google & YouTube app, Google says no action is needed.)
- [ ] Product images meet the size rules before the end-of-January enforcement.
- [ ] Shipping is set up, and a return policy is added in Merchant Center and on your site.
- [ ] Custom label 0 carries your margin tier, and the label map is written down.

4. Structure

- [ ] Each product sits in one campaign type where you can manage it, with listing group exclusions between campaigns.
- [ ] Any tier you split into its own campaign has enough conversions: Google's floor for Target ROAS on Search and Shopping is 15 conversions in 30 days. Practitioners suggest far more, so treat a split as a test when volume is thin.
- [ ] Tiers with break-evens close together are combined, not blended with distant ones.
- [ ] Brand terms are handled on purpose (brand exclusions or a branded Search campaign), and you plan to test, not assume.

5. Targets and budgets (after the 17 August change)

- [ ] Every Target ROAS and Target CPA campaign is listed, with a note of which are **limited by budget**.
- [ ] For each one, actual ROAS sits next to the target and next to your break-even.
- [ ] Targets are set from break-even (or break-even plus the share of revenue you want to keep), not from what a campaign happened to deliver.
- [ ] Daily budgets have a comfortable buffer above average daily spend.
- [ ] You will change **one major lever at a time**, then wait one to two conversion cycles before judging.
- [ ] No structural changes are planned in the weeks before a big sale. Google advises adjusting budgets and targets four to six weeks before a peak.

6. Your change log

Date	What changed	Why	Result after 1 to 2 conversion cycles

Work this out first: break-even ROAS = 1 ÷ contribution margin, with revenue and costs both excluding GST. Contribution margin is revenue minus product cost, shipping and packing you pay, and payment fees (and an allowance for returns if you want one), divided by revenue.

Sources: Google Ads Help (answer/17061251, 6268637, 16300258), Google Merchant Center Help, Shopify Help. This checklist is our method, not a Google rule. Part of our free guide: gorilla360.com.au/blog/scaling-google-shopping-performance-max-shopify/. Last checked 14 November 2026.

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