
A real report, with the brand removed.

These are two pages from an analysis Teikof actually produced and delivered. Nothing has been staged for this sample. The brand and its product names are withheld; every count, date and finding is exactly as it was written.

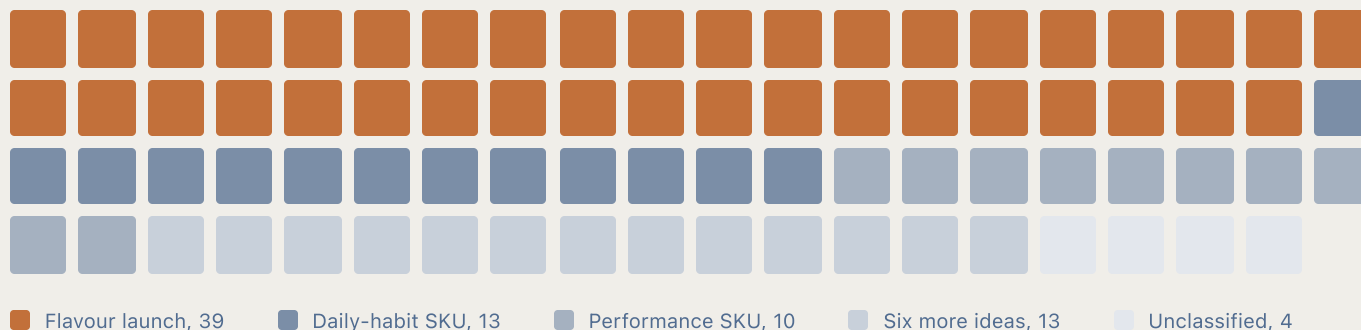
We publish it because a diagnosis is hard to describe and easy to show. You should be able to judge the work before you buy it, rather than after.

What you are looking at. The first page groups every live ad in the account by the idea it is actually selling. The second ranks those ideas on what can be observed from outside — how long each has run, how many ads sit behind it, and whether the page keeps the promise the ad made.

What the full report adds. Seven more pages: the destination check in detail, the compliance read, where we would look for growth, and an honest account of what you can act on without us.

Every ad you are running, sorted by the idea behind it.

One square is one ad. Ads that sell the same idea share a colour.



Half of everything you are running right now is one idea, and that idea is nine days old.

Ads wear out. People see the same message enough times that it stops working, and when that happens you want a second idea already warmed up to take the budget. At the moment there isn't one.

39

ads all selling the launch, every one of them started in the same nine days

4

ideas have been running since February or April, so they have proven themselves

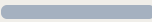
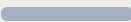
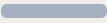
75

of 79 ads send people to a real product page instead of your homepage

The basics here are in good shape. Your ads go where they should, the deals you advertise are really there, and you are specific about what is in the tub. What is concentrated is the *ideas*, and that is the part worth your time.

Which ideas have earned their place.

We can only see what is public, so we rank on four things: how long an idea has been running, how many ads are behind it, how different those ads really are, and whether the page keeps the promise the ad made. Time running counts most, because nobody keeps paying for an ad that isn't working.

THE IDEA BEING SOLD	STRENGTH	ADS	RUNNING	SINCE
Daily-habit SKU, the easy habit Sells the habit, not the ingredient	 97	13	184d	2 Feb
Performance SKU, training hard but not looking it Two different videos, one caption	 70	10	162d	24 Feb
Daily-habit SKU, proof it is really 5g Independent lab results. Your sharpest angle	 60	3	168d	18 Feb
Pre-workout SKU, the loaded pre-workout A specialist walks through the formula	 49	4	97d	30 Apr
Flavour launch Nostalgia and flavour, founder plus creators	 46	39	9d	27 Jul
Fat-support SKU, buy one get one	 20	2	21d	15 Jul
Thermogenic SKU, fat burner	 17	1	21d	15 Jul
\$15 Starter Pack Your only low-commitment way in	 14	2	22d	14 Jul
Instagram carousel Sends paid clicks to a profile	 4	1	5d	31 Jul

Treat this as what we can see, not a verdict. We cannot see your spend, your margins or your sales. A low score here might be a deliberate test you are running, and you would know that. Where we are guessing, we say so.