EXECUTIVE FORENSIC OPINION

The profit hiding in one Google Ads account, found and dated.

This is a real Forensic Opinion from a live engagement, with every client-identifying detail removed. The figures are illustrative of a redacted account spending roughly $40,000 a month. It shows exactly what lands on your desk: one defensible number, the reconciliation behind it, every finding rated and evidenced, and the parts that came back clean.

IDENTIFIED ANNUAL LEAK · DATED TO THE DAY

$312,000

$273,000 actionable · on $480,000 annual spend examined

REPORTED ROAS
4.6x
reconciles to
2.4x

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Coverage: 100% of spend
Cross-checked three independent ways

THE DIAGNOSTICIAN'S DECLARATION

Sworn before any finding is delivered.

An audit from someone who wants to manage your account has an agenda built into it.
This one structurally cannot. Every Opinion opens with the same four sworn clauses.

01 I am paid a fixed fee, in full, before any findings are delivered.

02 My fee is not contingent on what I find. A Clean Bill is a valid, paid result.

03 I do not offer, and will not be retained for, implementation or managed services on this account.

04 I read the numbers you already have. Nothing is installed and nothing in your account is changed.

HOW TO READ THIS DOCUMENT

Every figure carries its denominator. Every finding names one line you can verify in your own account in fifteen minutes, without trusting a word of this report. What could not be assessed is stated plainly, and the healthy parts are given a Clean Bill.

Igor Ivitskiy

SIGNED · FIXED FEE · FORENSIC ARCHIVE

FINDINGS REGISTER · WORST FIRST

Every finding, rated and evidenced.

One fixed severity scale, from P0 down to a Clean Bill. Each finding is measured to the dollar in annual terms, cross-checked three independent ways, and tied to a numbered exhibit in the evidence dossier.

#	AREA	FINDING	SEVERITY	CONF.	ANNUAL
01	Distribution	Terms below breakeven since the Feb-02 portfolio bid-strategy change · Exhibit 03	P0	HIGH	$128k
02	Measurement	Phantom view-through conversions inflating reported revenue · Exhibit 05	P0	HIGH	$74k
03	Incentive	Brand terms reharvesting clicks that would convert for free · Exhibit 06	P1	MED	$61k
04	Automation	Target ROAS set on revenue, not net margin · Exhibit 08	P1	MED	$49k
05	Offline sales	Back-end CRM revenue not connected during the read (2 line items) · Exhibit 11	Not assessable	n/a	n/a
06	Geo & pacing	Budget delivery and geo split healthy across the window · Exhibit 12	Clean bill	PASS	$0

Identified recoverable leak, four mechanisms — **$312,000 / yr · $273,000 actionable**

Severity scale: P0 bleeding now · P1 material · Not assessable named, never guessed · Clean Bill a valid result.
Annual figures are the illustrative twelve-month impact on this redacted account.

FINDING 01 · DISTRIBUTION · P0

The Feb-02 bid-strategy change that pushed $128k below breakeven.

On February 2, a portfolio bid strategy was applied across the account's non-brand campaigns. The strategy optimized to reported conversion value, not to net margin. Over the following weeks, spend concentrated onto a tier of search terms whose contribution margin, once cost of goods was applied, was already negative. The dashboard never flagged it, because at the revenue line those terms still "converted."

THE ARITHMETIC, STEP BY STEP

NON-BRAND SPEND ROUTED TO THE AFFECTED TERM TIER	$214k / yr
BLENDED CONTRIBUTION MARGIN ON THAT TIER (AFTER COGS)	−12%
SPEND ALREADY BELOW BREAKEVEN AT CURRENT MARGIN	$128k / yr
RECOVERABLE BY EXCLUDING IT AND RE-BASING THE TARGET	$128k / yr

THE 15-MINUTE CHECK · DO IT YOURSELF

- → Open **Change History** and filter to early February. The portfolio bid-strategy change is dated there, in your own account.
- → Pull the **search terms report** for the affected non-brand campaigns, 90 days, and sort by cost. Apply your real gross margin to the conversion value column.
- → The terms whose margin-adjusted return falls below 1.0 are the tier. Their spend is the leak. I did not need your trust to find it, and you do not need mine to confirm it.

Illustrative and redacted. Your engagement reports only what your own data substantiates.

EXHIBIT · PROOF OF CONVERSION

Reported performance, reconciled to what the account really earned.

A figure survives into this Opinion only if three independent sources agree: what you spent, what the platform reported, and what your back-end actually booked. The gap between reported and reconciled is where confidence is lost, and where the normalized ROAS is set.

SOURCE	BASIS	ANNUAL
Ad spend	Billing, verified	$480k
Platform-reported conversion value	Google Ads, reported	$2.21M
Back-end reconciled revenue	CRM + payments	$1.15M
Unreconciled, reported over back-end	Inflation	$1.06M

NORMALIZED ROAS BRIDGE

REPORTED	4.6x
LESS PROMOTIONS, BRAND HALO, PHANTOM VIEW-THROUGH	− 2.2x
NORMALIZED, SUSTAINABLE	2.4x

The account is still profitable at 2.4x. The point is that 4.6x is the number steering the bidding, and it is buying volume the back-end never receives. The recoverable margin sits inside that gap.

RECOVERY · DOLLARS PER HOUR OF WORK

A sequence, not a wish list.

Each fix is scored by dollars returned per hour of work, so the largest recoverable margin comes back first. You hand this to your team or your agency, or walk it with me in an optional session. I never touch the account.

1	Exclude the below-breakeven term tier and re-base the target on margin	low effort	+$128k
2	Cap phantom view-through crediting; re-window attribution to reconciled outcomes	low effort	+$74k
3	Split brand from non-brand; stop paying acquisition rates for brand demand	medium	+$61k
4	Re-base smart bidding on net margin signals, not reported revenue	medium	+$49k

Total identified · four mechanisms **$312,000 / yr**

WHAT "ACTIONABLE" MEANS

Of the $312,000 identified, roughly **$273,000** is recoverable inside the current strategy without new budget or new creative. The remainder depends on merchandising and offline capture decisions outside the account, which is why it is named separately rather than promised.

WHAT CLEARED, AND WHAT COULD NOT BE SEEN

The parts that are working, in writing.

An audit chasing a retainer never writes this page. Naming what is healthy is what separates a forensic read from a sales document.

CLEAN BILL

- → Conversion tracking fires correctly and de-duplicates across channels.
- → Geo bid floors and location targeting are sound; no leakage into unintended regions.
- → Budget delivery and pacing are healthy across the window; no throttling or over-delivery.

NOT ASSESSABLE

- → Back-end CRM revenue was not connected during the read (two line items), so offline conversion value is estimated, not reconciled. Named, not guessed.

BLIND SPOTS THIS READ COULD NOT CLOSE

- → Contribution margin was supplied by the client at the category level, not the SKU level; term-tier margins are therefore blended.
- → The read is a point-in-time snapshot over 90 days; seasonality outside the window is not modeled.

A Clean Bill is a valid, paid result. Most owners have never been handed one.

SCOPE AND METHOD

How this Opinion was built.

COVERAGE	Every campaign, 100% of spend examined over a 90-day window
METHOD	Profit Forensics decomposition: investigate, quantify, recover
CROSS-CHECK	Every figure reconciled three independent ways before it enters the report
ACCESS	Read-only. Nothing installed, nothing changed, no passwords, no customer data
TURNAROUND	48 to 72 hours after read-only access is granted
FEE	£5,000 fixed, paid in full before findings. 14-day full refund, keep the report

COMMISSION A FORENSIC OPINION ON YOUR ACCOUNT

For Google Ads accounts spending $25,000+/mo. By application, a limited number of engagements each month. One account, one fixed fee, one signed verdict, even if the verdict is that you are clean.

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