

Is your product page ready for paid traffic?

Run this before your first ad spends a dollar.

The tell in your data: **clicks look healthy, add-to-carts don't follow**. When you see that pattern, the problem is often this page, not the ad.

THE CHECK		WHY IT MATTERS
FIRST IMPRESSIONS AND TRUST		
☐	1 The first image shows the product doing its job	Lead with the product in use, for a real person. Save the studio-on-white shots for deeper in the gallery.
☐	2 Social proof of any type	Reviews are best, but pre-launch you have options: UGC from samples, founder DMs from real customers, press, community posts.
☐	3 A guarantee or risk reversal, stated plainly	Cold traffic doesn't know you. "Love it or your money back," free redo, free mockup before you pay. Critical for personalized or unfamiliar products.
☐	4 The PDP delivers the exact promise the ad made	If the ad promised a transformation, a mechanism, or a specific design, that thing must be the first thing the visitor sees. Generic copy after a specific ad feels like bait and switch.
☐	5 UGC product imagery, not just studio shots	Real people holding the real product. If your ads look native and your PDP looks like a catalog, the trust built by the ad breaks on landing.
☐	6 Price is visible without scrolling	Hiding price reads as "expensive." Visitors from ads decide in seconds.
FRICTION AND DOUBT		
☐	7 Top three objections answered on the page	Sizing, materials, "will it work for me." If the visitor has to email you to find out, they won't.
☐	8 Shipping cost and delivery time stated on the PDP	The number one checkout surprise starts here. Say it early. A miss here shows up later, as checkout abandonment.
☐	9 Mobile load under ~3 seconds	Most paid traffic is mobile. A slow page means paying for clicks that never see the product (session time near zero).
☐	10 A clear add-to-cart button, always in reach on mobile	Above the fold, or in a sticky bar that follows the scroll. Not buried under a size chart or accordion.
☐	11 Variant selection is easy	Confusing size/color pickers quietly kill orders.
THE FINAL TEST		
☐	12 You clicked your own ad and bought on your phone	The simplest way to catch most of the items above at once.

Message match is more than the words

Item 4 says the page delivers the exact promise the ad made. If the clicks are coming but add-to-carts aren't following, here are three helpful places to look.

THE MISMATCH	WHAT IT LOOKS LIKE
Message mismatch	The ad promised a transformation, a mechanism, or a specific design. The page opens with generic product copy instead.
Promo mismatch	The ad mentioned an offer (a discount, free shipping, a bundle) and the page never repeats it. Visitors assume it's gone.
Imagery mismatch	The ad looks native and phone-shot. The page looks like a different brand: studio catalog, different colors, different people.



ABOUT POTENTIAL COMMERCE

Ads Performance Center comes from the founders of Wrapware, a DTC brand. Making their ads work meant reading profit, store performance, and creative performance together, and tracking that across Meta and Shopify was manual and slow. So they built the tool they wished they'd had: a simplified view of your ads and your store, graded against the profit and performance targets you set, with a plain-words take on what to do next.

Verified Meta Tech Provider · **Live on the Shopify App Store** · no pixel required · works on your phone

GOT QUESTIONS?

Book your free numbers audit with the Potential Commerce team.

[Book your audit](#)

GET THE APP

Live on the Shopify App Store, a 2-minute install.

[Shopify App Store](#)

LEARN MORE

Connect Shopify and Meta in 2 minutes, set your targets, and see every campaign graded against them.

[Learn more](#)