

— DIAGNOSTIC CASE STUDY

When Everything Looks **Active** — But Nothing Delivers

Diagnosing a zero-impression Meta Ads account for a live client campaign

A campaign gets built, ad sets go active, budget and targeting check out clean — and 24 hours later there isn't a single impression on the board. **No error. No warning. No obvious fault.** This is the play-by-play of tracking down a fault that never showed up on the dashboard, and why the fix required looking past the campaign entirely.

D0

DAY 0 — CAMPAIGN LAUNCHED

Setup confirmed clean

Ad sets set to Active, budget and targeting verified correct, delivery status showing green across all 4 campaigns.

D1

DAY 1 — ZERO IMPRESSIONS

24 hours, no delivery

No impressions, no spend, no visible error. Escalated to Meta's AI Business Assistant to rule out a settings issue.

D2

DAY 2 — SETTINGS RE-VERIFIED

Everything checks out — again

AI assistant walked through payment, policy, and targeting settings. All clean. Waited a further 24 hours for delivery to kick in.

D3

DAY 3 — ROOT CAUSE FOUND

Real-person escalation confirms account restriction

Pushed the AI assistant for human escalation. Response: the account was restricted for a Community Standards violation — invisible on the campaign dashboard the entire time.

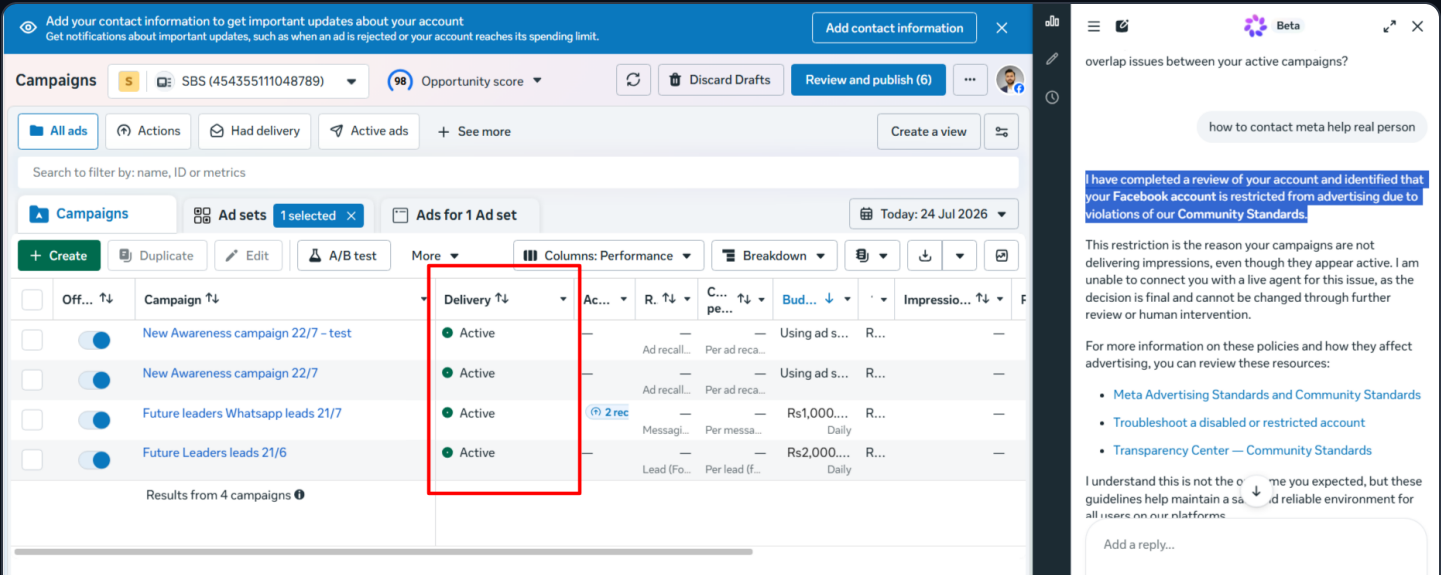
THE TAKEAWAY

"Active" status on a campaign dashboard reflects the ad set's own settings — not necessarily the account's standing behind it. When delivery stalls with zero error messages, checking account-level restrictions comes before re-touching targeting, budget, or creative.

SUPPORTING EVIDENCE

The Confirmation, Straight From Meta

Screenshot from the Meta Business AI Assistant escalation



Meta Business AI Assistant – confirming the ad account was restricted for Community Standards violations, after a 3-day investigation across campaign, ad set, and account-level checks.

RC Root Cause

Account-level restriction tied to a Community Standards policy flag — unrelated to campaign setup, billing, or targeting.

FX In Progress

Working through Meta's restricted-account review and appeal process to restore delivery for the client's account.

WHY THIS MATTERS FOR CLIENTS

Paid ads troubleshooting isn't just campaign optimization. It's knowing when the fault sits outside the campaign entirely — and pursuing the right escalation path instead of re-tweaking settings that were never broken in the first place. Calm, methodical root-cause investigation is what protects a client's ad spend and timeline.