4 MIN READ

The Problem Was There on Monday. You Found It Friday.

Thomas Bridge · June 12, 2026

It’s Friday afternoon, and you’re finally opening the ad dashboard you meant to check on Wednesday. The week got away from you: a product launch, two client emails, a budget meeting, the usual list that pushes “check the ads” to the bottom.

The number that greets you isn’t good. Cost per acquisition has climbed for four straight days. Somewhere around Monday night, something shifted. A bid strategy drifted. A top ad fatigued. A targeting change from three weeks ago finally caught up with the account. You don’t know exactly when, because nobody was watching when it happened.

This isn’t a story about carelessness. You’re running marketing for a company that doesn’t have a media buyer, a paid search analyst, or anyone whose full-time job is watching campaign performance. You’re running the ads because someone has to, squeezed in between the ten other things that are also your job.

Multiply this account by the other platforms you’re also managing, and the odds of catching something early get worse, not better. A pacing problem on Google is easy to miss when you’re also supposed to be checking Meta, TikTok, Spotify and Snapchat. Nobody assigned you the job of watching all of them every morning. It just became your job, along with everything else, the day you took over the ads.

The Watching Job Nobody Has Time For

Every paid media program needs two kinds of attention. One is strategic: deciding what to test, what to scale, what story the numbers tell. The other is custodial: noticing when something breaks. Spend paces oddly. A campaign stops delivering. An ad gets disapproved and quietly stops running. A CPA drifts past target and keeps climbing.

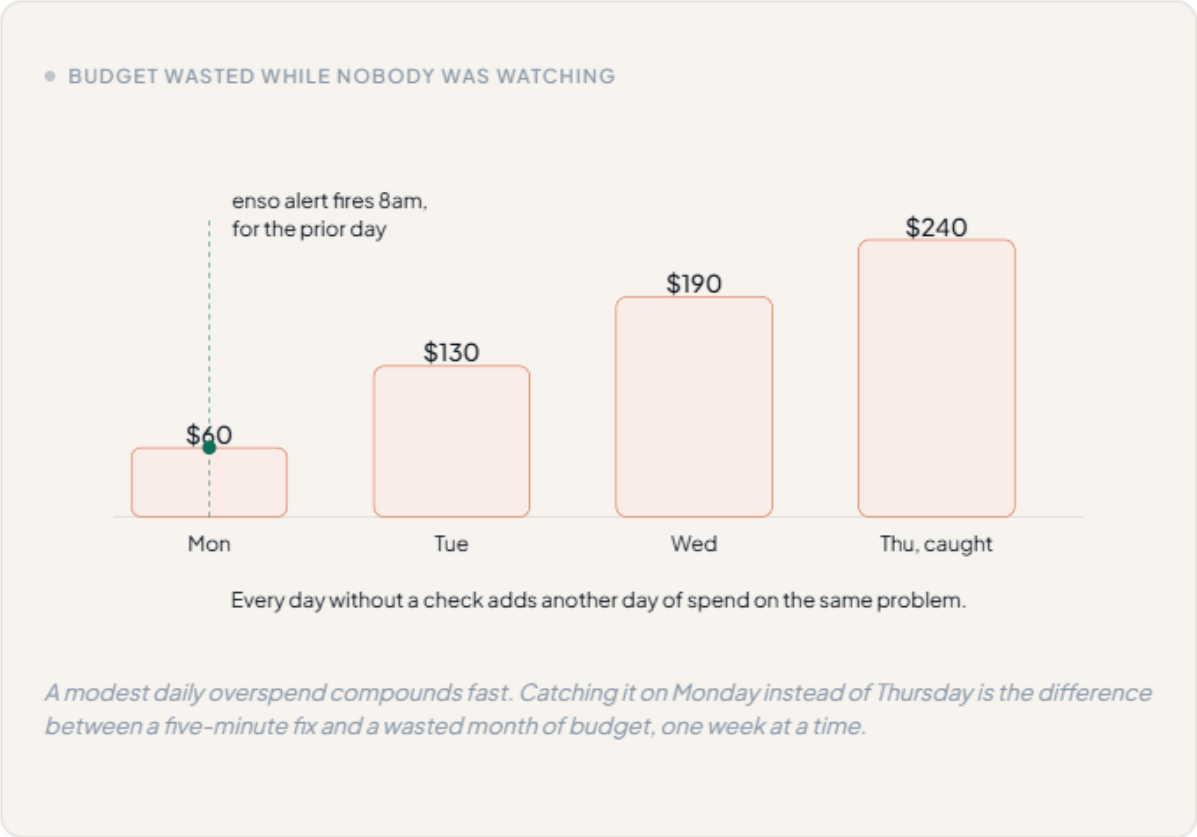
At an agency with a dedicated account team, the custodial job gets done by someone checking dashboards every morning, sometimes more than one person. At a small in-house team, that job doesn't get assigned to anyone. It gets squeezed into whatever half hour is left at the end of a Tuesday, which means it usually doesn't happen on Tuesday. It happens whenever the checking finally happens. Often that's Friday.

> The fix is rarely the hard part. Noticing in time is.

What Four Days of Silence Actually Costs

The math isn't complicated. If a campaign overspends by $60 a day and nobody catches it for four days, that's $240 already spent before anyone made a decision. If a CPA problem doubles the cost of a conversion for a week, the wasted spend adds up fast, and it adds up again the next week the same gap exists.

For a small advertiser, that number isn't a rounding error. It's the difference between hitting a monthly budget target and explaining to a founder or a finance lead why spend ran hot again. The frustrating part is that the money wasn't lost to a bad strategy. It was lost to a delay.



None of this required a hard decision. It required someone noticing on Tuesday instead of Friday. The fix was probably a five-minute adjustment. The cost was three extra days of budget spent before anyone knew there was a problem worth fixing.

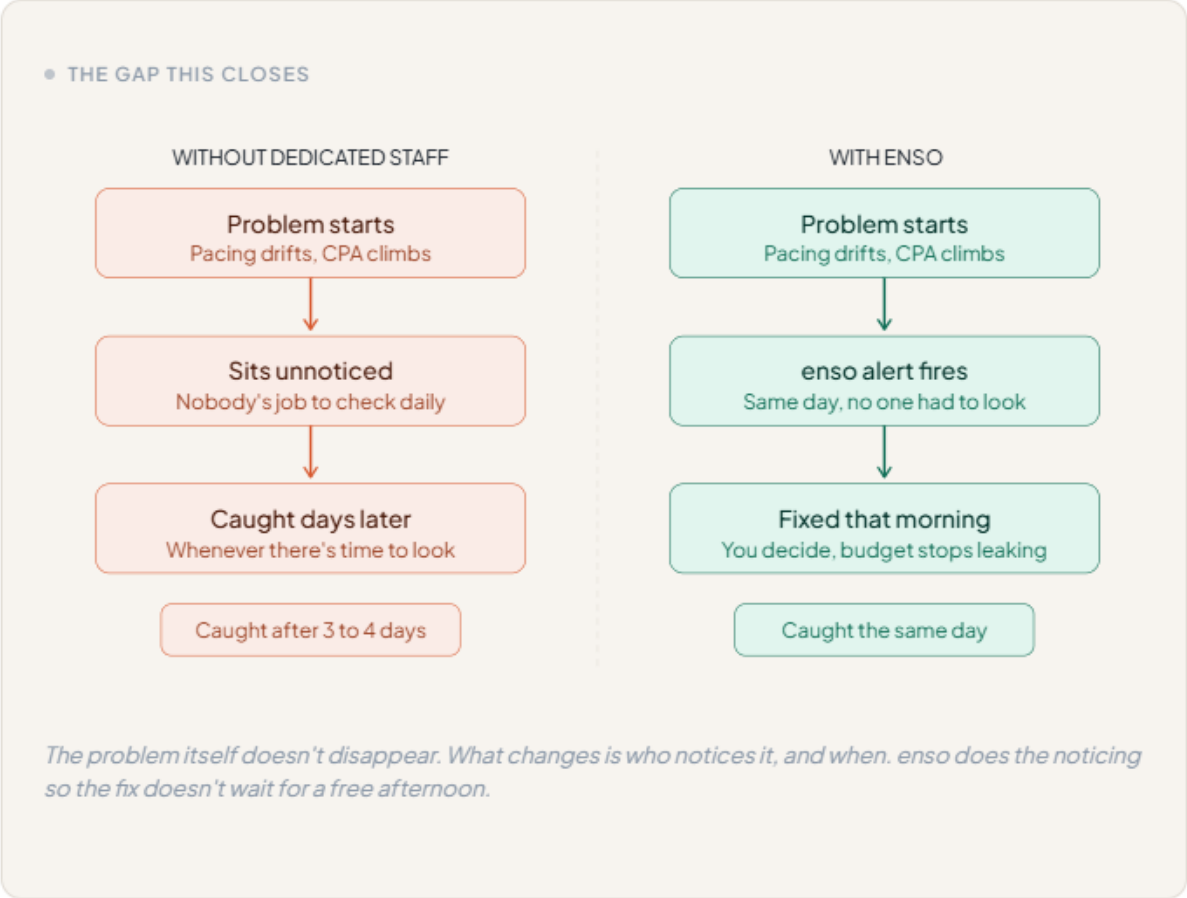
Agencies Solve This With Headcount. You Can’t.

Bigger teams solve the watching problem by hiring for it. A junior analyst whose job is largely to check pacing every morning and flag anything unusual. That role exists at agencies and larger in-house teams because the alternative, finding out four days late, is expensive enough to justify a salary.

A small in-house marketer doesn’t have room in the budget for that hire, and doesn’t have room in the day to become that hire either. The choice isn’t between doing the monitoring well or doing it badly. Most weeks, it’s between doing it and not doing it at all.

This is where the math actually works in a small advertiser’s favor. A dedicated analyst costs a salary. enso costs $250 a month per client, connected to every platform, checked

every day. You’re not paying for a person to watch the account. You’re paying for the watching itself.



What enso Actually Watches

enso is built to close exactly that gap without adding a person. It connects to your Google Ads, Meta, TikTok, Spotify and Snapchat accounts and checks spend pacing, CPA, and ROAS automatically, every day. When something moves outside its expected range, an anomaly alert flags it the same day it happens, not the next time you happen to open the dashboard.

The Insights feature is built on Claude by Anthropic, trained by a 40-year media veteran who oversaw media accountability for many of the top 50 advertisers in the U.S. It reads the campaign data each morning and writes a plain-English summary of what changed and why it matters, benchmarked against your own targets. You don’t need to interpret a spike in a

chart. You get a sentence explaining that CPA rose because a specific ad group’s delivery shifted, along with a recommended next step.

You still make the decision. enso doesn’t touch your budget or your bids. It handles the part that used to require someone watching every morning, so the part that requires your judgment reaches you while there’s still time to act on it.

Getting started doesn’t require a contract or a lengthy onboarding call. Connect your Google Ads, Meta, TikTok, Spotify and Snapchat accounts, and enso starts checking pacing and writing Insights the same day. Billing is month to month. If it doesn’t earn its place in your week, canceling takes a few clicks, not a call to a sales rep.

The advertisers who lose the least money to problems like this are rarely the ones who react fastest once they notice something. They’re the ones who notice on day one instead of day four. That difference was never about hustle. It’s always been about who, or what, is watching.