

LEAD MAGNET / PAID DEMAND INTELLIGENCE

The Mjolniir Paid Demand Intelligence Kit

A practical diagnostic for brands that want paid acquisition tied to qualified demand, not vanity metrics.

Before you increase ad spend, check whether the signal is clean.

Paid ads do not just buy attention. They expose whether competitors are shaping demand, whether brand search is protected, whether tracking can be trusted, and whether leads become qualified pipeline.

Find the leaks before you spend harder.

Competitor ads

Who is buying attention?

Brand keyword leaks

Is warm demand protected?

Channel fit

Is the platform right?

Conversion tracking

Can reports be trusted?

Qualified pipeline

Are leads commercially real?

AI visibility

Does AI support trust?

DIAGNOSTIC 01

Competitor Ads Recon

Your competitors are publishing their market beliefs in public. Every active ad shows what they are willing to pay to test: the offer, the pain point, the proof, and the call to action.

Check these sources

Google Ads Transparency Center • Meta Ad Library • LinkedIn Ad Library
Live Google results • YouTube where relevant • Competitor landing pages

Competitor	Running ads?	Platform	Offer	CTA	Proof	Stronger?
Competitor 1						
Competitor 2						
Competitor 3						
Competitor 4						
Competitor 5						

Mjolniir read

A competitor running ads is not just spending money. They are testing messages, offers, proof, and demand.

DIAGNOSTIC 02

Brand Keyword Leak Test

Your warmest demand can still be intercepted. If competitors, directories, aggregators, or review sites appear on branded searches, buyers are being forced through someone else's frame.

Search these queries

[brand name] • [brand name] reviews • [brand name] pricing • [brand name] alternatives
 [brand name] competitors • [brand name] + category • [brand name] vs [competitor]

Query	Ads?	Competitor?	Directory / review site?	Leak severity
Brand name				0 / 1 / 2 / 3
Brand + reviews				0 / 1 / 2 / 3
Brand + pricing				0 / 1 / 2 / 3
Brand + alternatives				0 / 1 / 2 / 3
Brand + competitors				0 / 1 / 2 / 3
Brand vs competitor				0 / 1 / 2 / 3

0 Clean result

1 Minor distraction

2 Competitor / directory
frames perception

3 High-intent demand
intercepted

If a buyer searches your name and meets your competitor first, your brand demand is being auctioned.

DIAGNOSTIC 03

Paid Demand Signal Check

The channel is not the strategy. The signal is. Use this page to check whether the selected platforms, landing page, and tracking system can produce qualified demand instead of decorative metrics.

Platform	Best used for	Strong signal
Google Ads	Existing demand, category terms, competitor searches, bottom-funnel capture	Buyers search with commercial intent
Meta Ads	Demand shaping, B2C lead gen, retargeting, creative testing	Repeated creatives earn qualified inquiries
LinkedIn Ads	B2B lead gen, account targeting, reports, webinars, demos	Specific ICP responds to specific pain and proof

Check	Status
Google Ads fits existing search intent	Pass / Fail / Unsure
Meta fits demand shaping or retargeting	Pass / Fail / Unsure
LinkedIn fits B2B buyer targeting	Pass / Fail / Unsure
Landing page matches the ad promise	Pass / Fail / Unsure
CTA matches buyer readiness	Pass / Fail / Unsure
GA4 and ad conversions are working	Pass / Fail / Unsure
UTMs are consistent	Pass / Fail / Unsure
Qualified leads are separated from raw leads	Pass / Fail / Unsure

Bad tracking does not just hide the truth. It manufactures confidence.

SCORECARD / NEXT STEP

Score Your Paid Demand Intelligence

Score each area from 0 to 3. Use the result as a smoke test, not a strategy. The goal is to reveal where paid acquisition is disconnected from qualified demand.

Area	Score
Competitor ads reviewed	/3
Brand keyword leaks checked	/3
Paid channel fit is clear	/3
Landing page supports conversion	/3
Tracking is trustworthy	/3
Leads are tied to qualified pipeline	/3
AI visibility supports buyer trust	/3

DIAGNOSIS**0-6****Revenue Signal Blindspot****7-12****Paid Growth Fragmented****13-17****Pipeline Learning Emerging****18-21****Paid Demand Intelligence Ready****FULL MJOLNIIR AUDIT**

Request Your AI Visibility Audit

The DIY check shows you where to look. The Mjolnir audit shows you what matters first across AI visibility, competitor paid pressure, brand keyword leaks, tracking integrity, and qualified pipeline.

<https://www.mjolnir.com/contact-us>**Find the leaks before you spend harder.**