ISS requirements

Ad account

An user can create an ad account with:

- Name of the company,
- domain of activity (we will have a predefined list of domains of activity and the user will select one from that list)
- site url (should start with https://, being the business main page)
- Password (should contain at least 8 characters, a special character and 2 digits, also at least one uppercase letter, if this conditions are not met the system will tell the user that the password is not secure enough)
- CIF (TIN) - (should be of form XX########C, XX: represents the country code. For Romania, it would be "RO", but for other countries, we would use their respective ISO 3166-1 alpha-2 country code. ######### - identification number, between 1 and 9 digits, C - verification digit, use the algorithm for validating a Tax Identification Number) - can have different pattern, allocate it dynamically
- headquarters location (validate freehand string to be an existing address)
- legal institution authorising the business (the user will be given a list of registered legal institutions and he will choose the one that authorised his business)
- ➔ An user will have to pick from a subscription list that will contain 3 predefined subscriptions with different pricings
- ➔ Each subscription will limit the number of ads, ad sets and campaigns each ad account will be allowed to have
- ➔ The account provides functionality for searching based on product name, target, ad name
- ➔ The user can create, modify or delete the ad he selects
- ➔ The ad account page provides an user friendly interface that facilitates creating ads corresponding to the attributes of the Ad entity and subtype.

➔ Users can group multiple ads into an Ad Set, each tailored to reach different demographics or target audiences
➔ An ad account will be limited to having only a subscription.

AD

Ad must contain:

- Product name: The main headline of the ad should feature the product name. It must not exceed 30 characters and should not include any special characters.
- Media Content: Max 3 photos and 2 videos per ad with that product
    - video formats: GIF, MP4 or MOV
    - photo formats: JPG, JPEG, PNG
- Description: A brief description of the product, limited to 200 characters. Emojis can be used to enhance the message.
- Link to the company's website: Include a direct link to the company's website where the product is sold. This link should redirect the user to the site when clicked on the photo/video/headline.
- User can select a template from the predefined Templates or can insert their own template. The information for the current ad (the first photo uploaded will be the one inserted) will be put automatically in the template after choosing the selected template/their own template (dimension must be 1200x600).

➔ Ads should appear between posts on the main feed screen

Ad Sets

- List of maximum 5 ads that target the same audience that the Ad Set will target
- target audience that can be chosen from this list: 18+, kids, elderly, teenagers, parents, newly-married, men, women
➔ A user can create an ad set from the account page by pressing a button, then he will select a target audience, only after this he will be able to add the ads that he wants

Campaign

- A campaign consists of a series of coordinated ad sets that target a specific group of people over a defined period of time.
- The role of a campaign is to make it simpler for the user to post multiple ad-sets for different target groups
- A plus of choosing a campaign is the reach that it will have, which is going to be a lot higher than a simple ad or ad set

- How to create a campaign:
    - The user will be given the option to add as many as ten ad-sets per each campaign
    - If the user does not have any saved ad-sets in his ad account that were previously created, he has to create at least one add-set that he will use in the campaign
    - The user will be able to choose the period of time in which the campaign will be up. The period must not exceed one month and should be at least one week.
    - The user will be given the opportunity to collaborate with a number of influencers for the campaign

One time payment

- 1 ad: reach 5000, 5$
- 1 ad-set: reach 7.500, 18$
- 1 campaign: reach 10.000, 150$

Subscriptions

- Basic subscription: 2 campaign/year, reach 25.000 users, 250 $
- Silver: 3 campaigns/year, reach 50.000 users, 350 $
- Gold: 5 campaigns/year, reach 100.000 users, 500$
- ➔ A user will pick one of the subscriptions after creating his ad account
- ➔ Each subscription will provide more benefits at a better price

Payments

Allow the user to make payments for the subscription
- Card Input Form: users can input their card details, including card number, expiration date, CVV code, cardholder name, that are validated
- Provide a second option for paying in products that the company wants to promote in the upcoming campaigns: the category of the products, the number and the estimated value
  Ex: KFC offers to pay with 300 hot wing budgets that are estimated at a value of 500$

Provide users with flexibility and convenience in making payments for subscriptions and advertising options. Whether they prefer to pay with a card or with products, our platform should ensure a seamless and secure payment experience.

Influencer marketing - Facilitate partnerships between influencers and brands

- A user can choose an influencer that he would like to collaborate with by picking from a list of possible collaborators, where he can see the price for each of them. After selecting an influencer the user will be able to assign an ad to him, from his already-defined ads

Collaboration Statistics

- After a collaboration between an ad account and an influencer ends, the ad account will receive and will be able to see detailed stats of how the collaboration has gone in terms of numbers.
- The types of stats are the following:
  - **Total Impressions**: The overall number of times influencer-promoted content was displayed to users across the entire platform.
  - **Likes**: The total number of likes received on influencer-promoted ad, indicating audience appreciation and engagement.
  - **Shares**: The total number of times influencer-promoted content was shared by users, extending its reach to a broader audience.
  - **Click-Through Rate (CTR)**: Percentage of users who clicked on the influencer-promoted content relative to the total impressions, indicating the effectiveness of content in driving user engagement.
  - **An overall score** of how the collaboration went from 0-100

Influencer

- An already existing UserId

- An influencer is an user with a big follower count (at least 10k followers) and an engagement rate bigger than 0.15 (a ratio between likes, shares and number of followers to show that the influencer still has an engaging community)
- An influencer has a list of all request collaborations that other ad accounts made towards him
- Every influencer establishes his own fee for promoting a product
- After receiving a collaboration request an influencer can choose to accept the offer, by doing the assigned tasks, decline the offer or negotiate it

Negotiating a deal

- An influencer can negotiate the collaboration request by sending a new compensation, changing the tasks he got assigned by the collaborator(changing the script, doing a video/a post where he presents the product)
- The ad account will see the new, changed request, proposed by the influencer and will be able to provide feedback based on the deal's details and accept/decline it or negotiate it again and send the new deal again to the influencer
- The negotiating between influencer/ad account will take forever or until one of the accepts/declines the proposed offer

The user can view the negotiation history with all the requests he send and received.

Request

A request for collaboration between an ad account and an influencer should contain several key elements to effectively communicate the campaign objectives, requirements:

- Purpose: clearly state the purpose of the collaboration request
- Campaign Overview: Provide a brief overview of the campaign, including description, its goals, target audience, and key messaging.
- Content Requirements: Specify the type of content expected from the influencer and any specific guidelines or brand requirements to follow. Provide a script that the influencer should revolve around and specify if they are allowed to deviate from the script or he/she should say it line by line.
- Additional Compensation: Clearly outline the compensation package offered to the influencer, besides his basic fee
- Timeline: Provide a timeline for the collaboration
- Legal and Contractual Agreements: Include any legal or contractual agreements associated with the collaboration

After the user selects an influencer for a collaboration, the user can create a detailed request that is sended to the influencer