

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 which will be the main headline of the ad (max 30 characters, without any special characters)
- Max 3 photos and 2 videos per ad with that product
 - video formats: GIF, MP4 or MOV
 - photo formats: JPG, JPEG, PNG
- Description (max 200 characters, can use emojis)
- Link to the company's website where the product is sold (Redirecting the user to the site by pressing on the photo/video/headline)

→ 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
- An 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 want

Campaign

- A campaign consists in 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\$
- An user will pick one of the subscriptions after creating his ad account
- Each subscription will provide more benefits with a better price

Influencer marketing - Facilitate partnerships between influencers and brands

- An 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

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