

DESIGN PHASE PART-2

Third party API's

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Team ID	NM2023TMID11242
Project Name	Creating a social media Ad campaign in facebook

Facebook Ad campaign:

To create a social media ad campaign on Facebook, you can use third-party APIs and tools that integrate with the Facebook Ads platform. These third-party solutions can help automate, optimize, and manage your ad campaigns more effectively. Here are some third-party APIs and tools commonly used for Facebook advertising:

1. **AdEspresso:** AdEspresso is a comprehensive Facebook ad management platform that provides A/B testing, ad creation, and optimization tools. It also offers an API for programmatic access to your campaigns.
2. **Kenshoo:** Kenshoo is a digital advertising platform that includes Facebook Ads management. It offers an API for campaign management and analytics, allowing for integration with your own tools and systems.
3. **Hootsuite Ads:** Hootsuite provides social media management tools, including Facebook ad campaign management. Their API allows for integrating ad campaign data with your analytics and reporting systems.
4. **Smartly.io:** Smartly.io offers a Facebook and Instagram advertising automation platform with features like creative automation, dynamic ads, and optimization. They also provide an API for programmatic access.
5. **AdStage:** AdStage is a cross-network ad management platform, including Facebook. They offer an API to manage and optimize your Facebook ad campaigns programmatically.
6. **Qwaya:** Qwaya is a Facebook and Instagram advertising tool with A/B testing and automation features. They provide API access to manage and optimize campaigns at scale.

7.Nanigans: Nanigans is a performance marketing software focused on Facebook and Instagram advertising. It offers an API for automation and optimization of ad campaigns.

8.WordStream: WordStream offers Facebook ad management tools and an API for managing and reporting on Facebook ad campaigns. It also provides features for Google Ads and Bing Ads.

9.Adobe Advertising Cloud: Adobe Advertising Cloud provides a comprehensive solution for cross-channel advertising, including Facebook. It offers an API for programmatic campaign management and optimization.

10.Sprout Social: While primarily a social media management platform, Sprout Social includes Facebook ad management features and reporting. You can use their API to integrate social ad data into your reporting systems.