

# Project Development Phase

## Exception Handling

Date	1 Nov 2023
Team ID	NM2023TMID11242
Project Name	Creating a social media Ad campaign in facebook

### Facebook Ad campaign:

Exception handling is a critical aspect of software development, and it applies to various scenarios, including creating a social media ad campaign on Facebook. Exception handling helps ensure that your code can gracefully handle unexpected errors or issues that may arise during the campaign management process. Here's how exception handling can be applied in the context of creating a Facebook ad campaign:

#### 1. API Integration:

- When interacting with Facebook's APIs to create and manage ad campaigns, you should implement exception handling to address potential issues like network errors, rate limiting, or API changes.
- Handle exceptions related to authentication failures, ensuring that your application can handle token expiration and request reauthorization when needed.
- Catch and log exceptions when making API requests, providing meaningful error messages to assist in debugging and troubleshooting.

#### 2. Data Validation:

- Exception handling can be used to validate and sanitize user-provided data before creating ad campaigns. Ensure that data meets the required format and constraints, and handle exceptions for invalid inputs.
- For example, if a user specifies a budget value that doesn't meet the minimum or maximum limits, raise an exception and provide clear feedback to the user.

#### 3. Ad Creative Content:

- When creating ad creatives, content like images, videos, and text should be validated and checked for compliance with Facebook's ad content policies.
- Implement exception handling for content that violates policies, and provide clear guidance to the user for rectifying the issues. This may involve flagging prohibited content and preventing ad creation until compliance is met.

#### **4. Ad Scheduling:**

- Handling exceptions is important when setting up ad scheduling. Ensure that the schedule format is correct and that it adheres to Facebook's requirements.
- Handle exceptions for invalid or overlapping schedules, preventing campaign creation until scheduling issues are resolved.

#### **5. Budget Management:**

- Exception handling is essential for budget management. Verify that budgets are correctly set and within allowable ranges. Handle exceptions for budget issues that could disrupt campaign delivery.

#### **6. Ad Delivery and Performance:**

- Monitor ad delivery and campaign performance. Implement exception handling to detect and react to performance anomalies or issues such as sudden drops in click-through rates or conversions.
- Set up alerts and automated actions to respond to performance deviations, such as pausing underperforming ads or increasing budgets for high-performing ones.

#### **7. Compliance and Policy Violations:**

- Detect and handle exceptions related to ad content or targeting that may violate Facebook's advertising policies. This can include detecting and preventing ad creation for non-compliant content.
- Provide clear error messages to the user, guiding them on how to rectify policy violations.

#### **8. Logging and Reporting:**

- Implement comprehensive logging of exceptions, errors, and issues that occur during the ad campaign management process. This allows for auditing, debugging, and performance analysis.
- Utilize reporting tools to track exceptions and their resolutions, providing insights into campaign health and stability.