

# Project Development Phase

## Debugging & Traceability

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

## Facebook Ad campaign:

Debugging and traceability are relevant in the context of creating a social media ad campaign on Facebook, as they help ensure the campaign runs smoothly, meets its objectives, and complies with advertising policies. Here's how debugging and traceability can be applied in this context:

### Debugging for Facebook Ad Campaigns:

- Ad Creative Issues:** Debugging may involve identifying problems with ad creatives, such as images not displaying correctly or videos not playing as intended. You should test and verify that all ad elements are working as expected.
- Tracking Pixels and Conversion Issues:** Ensure that tracking pixels are correctly implemented to measure conversions. Debugging helps identify if the pixel is not firing or if it's not capturing data accurately.
- Audience Targeting Errors:** Debugging can be used to verify that your selected audience criteria are working correctly. Check if your ads are being delivered to the right demographics and geographic regions.
- Ad Delivery Issues:** If your ads are not delivering as expected, debugging can help pinpoint the reasons, such as budget limitations, scheduling conflicts, or ad disapprovals.
- Budget and Bidding Problems:** Debugging can help troubleshoot budget allocation and bidding issues. For instance, if your budget isn't being spent or if your bidding strategy isn't optimizing ad delivery.

## **Traceability for Facebook Ad Campaigns:**

1. **Ad Campaign Setup:** Document the specifics of your ad campaign setup, including campaign objectives, ad sets, and ad creatives. This helps in understanding the campaign's structure and purpose.
2. **Requirement Traceability:** Connect your campaign objectives and targeting choices to specific ads and ad sets. Ensure that each requirement is addressed by the campaign elements.
3. **Change Management:** Use version control systems to track changes in your ad campaign setup. This is especially important when multiple team members are working on the campaign.
4. **Issue Tracking:** Utilize an issue tracking system or document issues related to the campaign setup, ad creative, or targeting. This helps in addressing problems and improving the campaign over time.
5. **Test Traceability:** Link test cases to the specific ad elements, ensuring that all aspects of the campaign are thoroughly tested before launch.
6. **Documentation:** Maintain clear and comprehensive documentation that includes ad copy, image assets, audience segments, and campaign goals. This documentation aids in campaign management and future reference.
7. **Audit Trails:** Keep logs and records of campaign changes, ad delivery data, and performance metrics. This allows you to review and assess the campaign's progress over time.