

DoubleTheAds_Meta

Problem Statement:

If a PM says that they want to double the number of ads in Newsfeed, how would you figure out if this is a good idea or not?

Category	Theory
Questions	<ol style="list-style-type: none">1. Which newsfeed, like stocks news, daily news, etc?2. What is the quantity/rate of ad per news feed?3. What kind of ad is advertised on what kind of newsfeed?4. Any feedbacks by the viewer about the ad advertised: whether they find it disturbing or not (like google ads)?5. Why does the PM wants to double the number of ads?
Analysis	<ul style="list-style-type: none">• Analyse the data of newsfeed before and after ads• Gather data on user engagement• Is the ad displayed to target the audience empathatically (ngos, donation, etc.)• Is the reader attracted to the newsfeed for its content or for it ads• Gather ads data to figure out the pattern between newsfeed and ad. Also to understand if the visitor has come after coming across this ad in the newsfeed• Analyse the newsfeed market, especially on the number of ads displayed per newsfeed.
Suggestion	<ul style="list-style-type: none">• One suggestion could be to run a demo/sample such that every newsfeed has ads related to it.• For example, if on an average the newsfeed to stocks is 1-2 and you want to double it, have ads that align with the news. If the market is low, have ads relating to mutual funds, insurance, real estate, etc. In this way, the ads are a bit personalised and the production will increase.• For example, if the news is regarding literacy rates, display ads regarding the govt schemes to promote education.