Stakeholder Requirements Document: Meta Ads Performance Analysis

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Client/Sponsor: Hypothetical Digital Marketing Analytics Team

Business Problem:

Organizations running large-scale Meta advertising campaigns lack a unified, real-time view of ad performance across platforms (Facebook, Instagram), demographics, ad formats, and campaign groups. Marketing teams struggle to optimize budgets, detect creative fatigue, and identify high-value audiences due to fragmented reporting across separate datasets (Ads, Events, Campaigns, User Demographics).

Stakeholders (Hypothetical):

• Ava Thompson – Director of Digital Marketing (Hypothetical)

• Rohit Verma – Paid Media Manager (Hypothetical)

• Elena Martinez – Senior Data Analyst (Hypothetical)

• Performance Marketing Strategy Team (Hypothetical)

Stakeholder Usage Details:

• Marketing Directors: Evaluate ROI, conversion rates, and platform-level performance.

• Paid Media Managers: Optimize daily budgets, identify ad fatigue, and adjust targeting.

• Data Analysts: Validate CTR, engagement rate, and funnel movement through clean KPIs.

• Strategy Teams: Identify high-value audience segments (age, gender, country) for scaling campaigns.

Primary Requirements:

• Dashboard summarizing impressions, clicks, CTR, engagement rate, conversion rate, and Ad Effectiveness Index.

• Visualizations for Engagements by Ad Type, Platform Performance, and Creative Fatigue Analysis.

• Audience insights by age, gender, and country using Events and User_Detailing data.

• Campaign-level breakdown including total ads, spend efficiency, and engagement trends.

• Funnel performance KPIs derived from Events_AD (e.g., Click → Engagement → Purchase).

Success Metrics (KPIs):

• Improved CTR and conversion rates across platforms.

• Optimal budget allocation driven by data-backed insights.

• Reduced creative fatigue through early detection signals.

• Identification of top-tier audience segments for efficient spend.

• Clear attribution mapping between ad interactions and conversions.