

Meta Ads Creative Analysis – Final Project Summary

Project Overview

This project analyzes Meta (Facebook/Instagram) fitness advertisements using a combination of data collection, schema design, automated tagging, manual validation, and LLM-based analysis to extract creative and messaging insights.

Day-wise Work Summary

- **Day 1 – Data Collection:** Collected raw Meta Ads Library data for 10 fitness brands. Stored brand-wise raw JSON files in *data/raw/*.
- **Day 2 – Data Cleaning & Schema:** Designed a standardized schema and processed raw data into *data/processed/ads_cleaned.json*, handling missing fields and DCO creatives.
- **Day 3 – Automated Tagging:** Applied rule-based tagging to infer hook types, discounts, urgency, UGC style, and social proof. Output stored in *data/processed/ads_tagged.json*.
- **Day 4 – Validation & Insights:** Manually tagged 20 ads stored in *data/manual/* and validated automated tags. Extracted creative insights and documented them in *notes.md*.
- **Day 5 – LLM Analysis & Conclusion:** Used LLM prompts (stored in *data/llm/llm_prompts.md*) to analyze selected ads. LLM outputs stored in *data/llm/llm_tagged_20.json*. Compared manual, automated, and LLM tagging to derive final conclusions.

Key Output Files & Paths

- Raw ads: *data/raw/*
- Cleaned ads: *data/processed/ads_cleaned.json*
- Automated tags: *data/processed/ads_tagged.json*
- Manual tags: *data/manual/manual_tagged_20.json*
- LLM prompts: *data/llm/llm_prompts.md*
- LLM tags: *data/llm/llm_tagged_20.json*
- Documentation: *notes.md*

Conclusion

The project demonstrates a robust, end-to-end creative analysis pipeline. A hybrid approach combining automation, human judgment, and LLM reasoning proved most effective for scalable and interpretable ad analysis.