

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.