

Ads Automation Engineer Assessment Report

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Candidate Name: Yuliana Alejandra Gonzalez Baena

Position: Torre Ads Automation Engineer

1. Campaign Objective

The goal of this campaign is to attract candidates for the position of Product-Minded Tech Lead at Torre, leveraging audience segmentation and ad creatives to target suitable candidates effectively. Additionally, leveraging the SDK calls for the Facebook Marketing API to automate the process through Python Scripts.

2. Setup Process

Step 1: Created a sandbox app on Facebook's Developer Platform.

Step 2: Used Facebook Marketing API to set up campaign parameters, segmentation and ad creatives.

3. Campaign Details

3.1 Audience Segmentation

Location: US, GB

Interests: Technology, Information technology, Computing, High tech, Management

Age Range: 20 - 50

Genders: Male, Female

3.2 Ad Creative

Title: Creative for Job Post

Headline: Are you a visionary tech lead? Torre is looking fo...

Description: Are you a visionary tech lead? Torre is looking for an experienced leader to help drive technology that redefines recruitment. Work remotely, lead a talented team, and innovate with advanced AI to match candidates with companies seamlessly. Join us to make hiring faster, more accurate, and less biased.

Image URL: <https://res.cloudinary.com/dsmgooiwb/image/upload/v1730485932/iheolyatnyevxedyll7k.png>

4. Tracking Effectiveness

The following metrics were tracked to evaluate ad performance:

- Impressions
- Reach
- Clicks
- CTR

5. Insights Summary (Mock Data)

Impressions: 1500

Reach: 1200

Clicks: 300

Ctr: 2.5%

6. Conclusion

This document outlines the setup and execution of an ad campaign on Meta's platform for the purpose of attracting candidates for a Tech Lead position at Torre. The campaign was structured using the Marketing API and sandbox environment. The provided audience segmentation and ad creatives demonstrate targeting capabilities. I hope to hear back from you soon.