

DEBUGGING AND TRACEABILITY

Date	3 November 2023
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Project Title	Creating A Social Media Ad Campaign in Facebook

1. Ad Set-Up Verification:

Check if the ad was set up correctly with the right targeting, creative content, budget, and schedule.

2. Tracking Pixel Installation:

Ensure the Facebook pixel is correctly installed on the website to track conversions.

3. Analytics Monitoring:

Use Facebook Ads Manager and other analytics tools to track performance metrics, like reach, engagement, conversions, and ROI.

4. UTM Parameters:

Use UTM parameters to track ad performance in Google Analytics, providing more detailed insights.

5. Audience and Ad Set Testing:

Perform A/B testing on different audiences and ad creatives to identify what's working best.

6. Regular Monitoring:

Check the campaign regularly for any issues or anomalies and adjust as needed.

7. Traceability:

Ensure you have a clear documentation or labeling system for different ad sets, campaigns, and creatives to easily trace their performance.

Debugging involves identifying issues or problems with the campaign, while traceability focuses on understanding and following the performance of different ad elements to make informed decisions.