

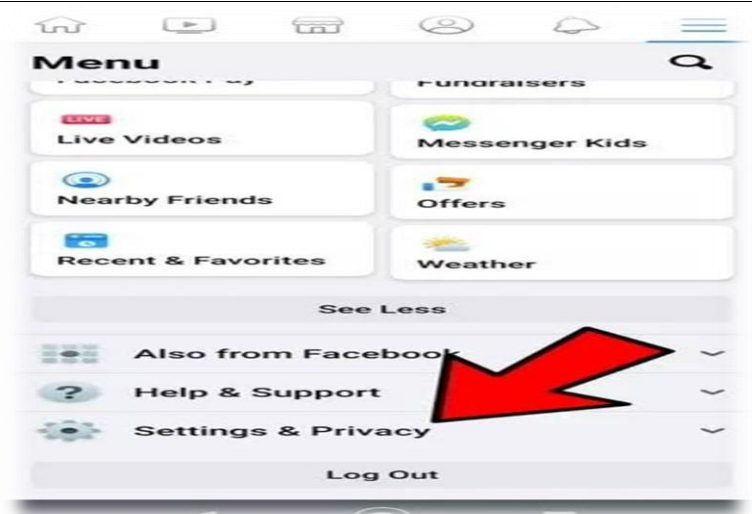
Performance and Final Submission Phase

Model Performance Metrics

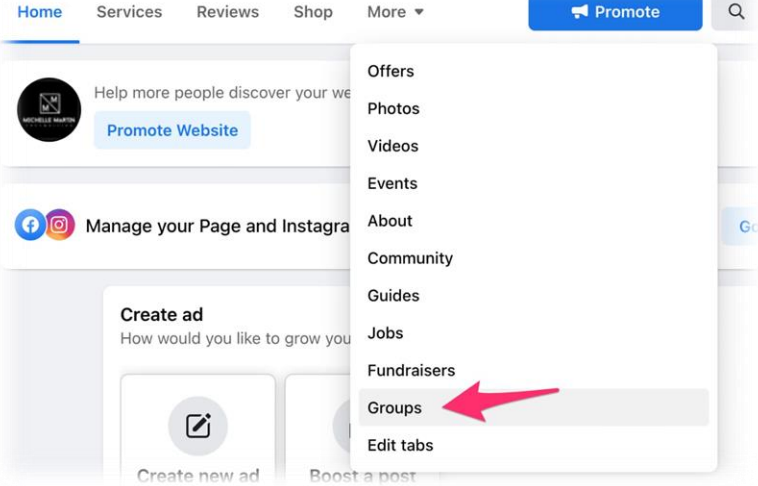

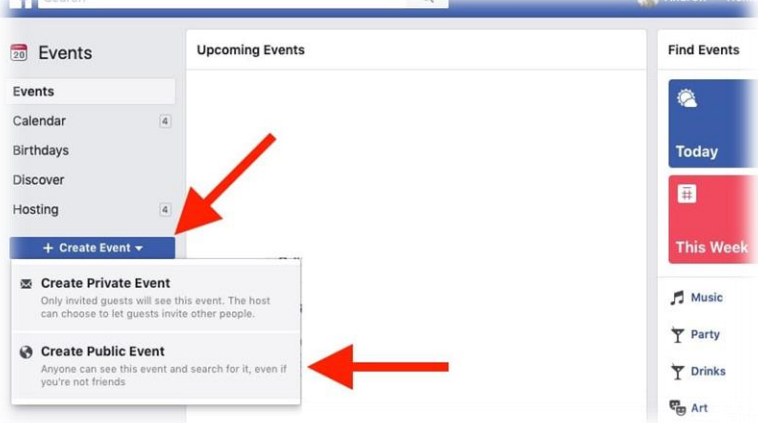
Date	03 November 2023
Team ID	NM2023TMID02695
Team Leader	CB7A348BEAF902287834DFBABF93FC80
Team Member 1	6BDDDB91C0C813379826425CBE31585E9
Team Member 2	E23643843824107875C49353797276D0
Team Member 3	FD8B7C58B9ED24FABB74D8F7B32B9E58
Team Member 4	CD9EF7C3E7F7077A248423F77C03FEBE
Project Title	Creating A Social Media Ad Campaign In Facebook


Model Performance Testing:

In facebook there are various parameters and features that you can use to customize and design your projects. Here are some common parameters and features in facebook:

Parameter	Features	Screenshot
Privacy Settings	Users can manage who can see their posts, personal information, and control who can contact them.	

<p>Time line</p>	<p>A user's profile where they can share posts, photos, videos, and updates with their friends or the public.</p>	
<p>News Feed</p>	<p>Displays updates from friends, pages followed, and groups joined.</p>	
<p>Friend Requests</p>	<p>The option to connect with other users by sending or accepting friend requests.</p>	
<p>Messenger</p>	<p>A messaging platform integrated with Facebook for communication between users.</p>	

Groups	Communities based on shared interests or affiliations where members can interact, share content, and engage in discussions.	 <p>The image shows the Facebook 'More' menu. The 'Groups' option is highlighted with a red arrow. Other options visible include Offers, Photos, Videos, Events, About, Community, Guides, Jobs, Fundraisers, and Edit tabs.</p>
Pages	Profiles created for businesses, organizations, public figures, or celebrities to engage with their audience.	 <p>The image shows the Facebook profile page for 'Mazzo Bouquet'. The profile picture features various bouquets and a pink circular logo with the text 'Mazzo Bouquet'. Below the profile picture, the name 'Mazzo Bouquet' is displayed, along with buttons for '+ Add to story', 'Edit profile', and a three-dot menu.</p>
Events	Users can create or join events and invite others to attend.	 <p>The image shows the Facebook 'Create Event' dropdown menu. Two options are highlighted with red arrows: 'Create Private Event' (which states 'Only invited guests will see this event. The host can choose to let guests invite other people.') and 'Create Public Event' (which states 'Anyone can see this event and search for it, even if you're not friends').</p>

<p>Ads and Sponsored Content</p>	<p>Facebook's advertising platform that allows businesses to create targeted ads to reach specific audiences.</p>	
----------------------------------	---	--

These parameters are part of the Facebook experience and are subject to updates and changes by the platform over time.