Business Requirement

Problem Statement

The marketing team currently lacks a unified way to track the performance of paid ads across Meta's primary platforms, Facebook and Instagram. Without this visibility, it is difficult to see how budget is being spent and whether the ads are actually reaching and converting the right people. This makes it a challenge to prove the return on investment (ROI) and decide where to put money for future campaigns.

Business Requirements

☐ **Platform Performance Comparison:** The team needs to identify whether Facebook or Instagram is the more effective platform for reaching their audience.

☐ **Customer Engagement Analysis:** The business requires a deep dive into audience engagement patterns to understand how people interact with ads through social actions like sharing and commenting.

☐ **Budget & ROI Optimization:** There is a requirement to track how the budget is utilized across campaigns to ensure the money is being spent where it generates the best return.

☐ **Human Sentiment & Feedback:** The report must capture user comments to provide the team with direct insight into user sentiment and feedback regarding the ads.

☐ **Conversion & Funnel Tracking:** The business needs to measure funnel efficiency by tracking the journey from a simple impression to a final purchase.

☐ **Defined Campaign Scope:** The analysis is strictly limited to paid advertising on Facebook and Instagram; organic engagement and other Meta channels like Messenger or Audience Network are excluded.

☐ **Demographic Responsiveness:** It is required to identify which specific age groups and genders are most responsive to campaigns to better tailor future messaging.

☐ **Activity & Timing Patterns:** The marketing team needs to understand peak activity periods throughout the day and year to detect seasonal trends and high-activity hours.

☐ **Creative & Format Evaluation:** The team needs to compare different ad formats side-by-side to see which styles drive the most interest and action.