

MoAds – Product Overview Document

1) What is the function + connection?

MoAds is a web-based application that allows users to create, preview, and manage digital advertising campaigns. Users can input campaign details such as campaign name, Google ad text, Meta ad captions, budget, dates, and audience. As users fill out the form, they can view a live preview of how their ads would appear on Google and Meta.

All campaigns are saved to a Supabase Postgres database. This makes it possible to store, retrieve, and manage campaign records even after closing the application.

Key functional elements include:

- Campaign creation and live preview
- Activity feed showing recently created campaigns
- Campaign list showing all submitted campaigns
- Ability to filter by status (active, paused, completed)
- Ability to delete existing campaigns
- Support for grid or table views of the campaign list

By centralizing all campaign planning in a single tool, MoAds brings structure and organization to digital ad management.

2) Why did you choose to make the product?

Small and medium-sized businesses often struggle to organize, track, and refine their advertising campaigns. Many rely on spreadsheets, notes, or email threads to plan their ads, which can make it difficult to stay consistent across platforms or reference past campaigns.

MoAds was created to solve this problem. It provides a single place to draft, preview, and store campaign ideas. Instead of dealing with multiple disconnected files or complicated paid tools, users have everything they need in one simple interface.

This product also bridges the gap for businesses that cannot afford a marketing team. It enables users to structure campaign development without requiring professional expertise.

3) Why would MoFlo clients (small and medium-sized businesses) be interested in or use this product?

MoFlo's client base often needs a straightforward system for planning and managing advertisements. MoAds provides value in several ways:

- It allows users to preview their ad text before publishing, helping them refine messaging.
- All campaigns are stored in one place, so information remains easy to reference later.
- Users can browse the activity feed to quickly view what has been created most recently.
- The campaign list page makes it easy to scroll through past campaigns and view their details.
- Budget, audience, and date ranges are visible at a glance, helping with organization.
- Users can filter or delete campaigns as needed to stay organized.

By simplifying campaign planning and management, MoAds reduces time spent on repetitive marketing tasks. It provides a lightweight alternative to expensive ad-management platforms, making it ideal for small and medium-sized businesses.

4) What would you improve if you had more time?

At the current stage, MoAds includes strong planning and organization features, but there are several improvements and expansions that could be added in the future.

Potential future enhancements include:

1. Editing Campaigns

Campaigns can currently be created and deleted, but not edited. Adding editing support would allow users to adjust messaging, update budgets, or fix mistakes without recreating a campaign from scratch.

2. Real-Time Analytics

The interface introduces the idea of campaign insights, but currently no analytics are displayed. Future additions could include tracking performance metrics such as impressions, engagement, or return on ad spend.

3. Integration With Ad Platforms

Connecting to APIs such as Google Ads or Meta Ads would allow users to publish campaigns directly from MoAds.

4. Asset Library

Adding support for uploading and reusing images or other media assets would streamline the campaign creation workflow.

5. User Authentication and Collaboration

Adding user accounts would allow multiple people on a team to manage campaigns together while keeping their data separate.

6. Smart Templates

Providing pre-built ad templates would help users get started quickly, especially if they do not have experience writing ad copy.

7. Notifications and Scheduling

Users could receive reminders when campaigns are about to start or end, or when budgets need adjusting.

These improvements would make MoAds even more helpful for real-world business advertising needs, especially for users who plan campaigns on a recurring basis.