Step 1 - Optimization

* Brand Info Questionaire
* Ask all required questions about the brand (Location, product, target audience etc.)
* Ask for Ad Goal (Lead Gen, Awareness etc)
* The Tool Analysis history of ads and current audience (if possible/optional)
* Selecting Platform (Meta ads, Google ads)
* Link Meta Ad Account through which you want to manage ads.
* Requests access to all the Facebook Page & Instagram Page Linked to the account, permission to manage the business, ad accounts etc.
* Requests for Brand Images

Step 2 - Setting Up Campaign

* Create a Workspace, where customers can manage their campaigns
* Generates a detailed campaign plan / ad set for the Brand
* Asks for the review -> customer inputs changes -> it regenerates ad set.
* After the tool generates multiple ad sets -> customer selects one or two and launches the ad.
* The tool asks customers to import campaign images or videos.
* Checks for the quality of the image/video whether it follows all the guidelines or not.
* While Launching the Ad and before making it live the tool will show “Expected Results” from the campaign like “Estimated Reach, Estimated Leads”
* Also show the phases of the campaign for e.g. The first 5 days will be exploration days where the campaign is still exploring and looking for the right audience. The next phase can be the “Scaling phase” etc.

Step 3 - Analytics / Performance Dashboard

* Customers should be able to see live / real time analytics of the campaign. Like:  
   - Ad set Name   
   - Start date & End Date   
   - Once launched, show the current status of the ad “In Draft” or “In Review” or “Active” or “Paused” or “Rejected” or “Facing Issues” etc.  
   - Current Reach & Impressions, Number of Views  
   - No. of Leads Received  
   - Total Budget & Budget Used / Amount Spent  
   - Cost Per Result / Cost Per Lead (Real time)  
   - Engagements (Link Clicks, Comments, Shares etc.)  
   - “Action Required” - which shows if there are any issues with the campaigns and that it requires some action.  
   - Graph showing performance of Campaign.  
   - Alerts during campaign burnout.  
   - Alerts if the image is not following any Meta ad guidelines.  
   - Show audience charts (Targeted audience V/S Achieved Audience)  
   For eg. targeted both men & women but achieved 70% women audience and only 30% male audience.  
   - A tab for “Top Performing Audience” (For eg. Doctors showed the most interest in your ad)  
   - Notifies and suggests changes that need to be made in the campaign for better results.  
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