Q No-1 Lay down the steps to set up the campaigns with all the targeting details. The steps should clearly define the following:

a) Campaign, Adset, and ad level structure

b) All the targeting details mentioned in the question

c) Additional segmentation details not mentioned in the question.

d) Event optimization details

Ans:

A) To set up a Facebook ad campaign for Soundbook with all the targeting details, you can follow the steps below:

1. Create a Facebook Ads Manager account if you haven't already done so.
2. Click on the "Create" button to start a new campaign.
3. Choose the objective of the campaign, such as "App Installs" or "Traffic."
4. Name your campaign and set up the budget and schedule for the campaign.
5. Create an Ad Set by choosing the target audience for the campaign. For Soundbook, the target audience could be people interested in audio content, meditation, sleep, podcasts, and music. The ad set should also include the targeting details, such as age, gender, location, interests, behaviors, and demographics.
6. Choose the placement for the ad, such as Facebook, Instagram, or Audience Network.
7. Create the ad by choosing the ad format, such as image or video, and adding the creative elements, such as headlines, ad copy, and call-to-action buttons.
8. Review the ad and submit it for approval.

B) All the targeting details mentioned in the question

The targeting details for the Soundbook campaign could include:

●   Age: 18-35
●   Gender: Both male and female
●   Location: India
●   Interests: Audio content, meditation, sleep, podcasts, and music
●   Behaviors: People who have shown an interest in audio and music apps
●   Demographics: People who are interested in premium audio content and willing to pay for it

C) Additional segmentation details not mentioned in the question.

Some additional segmentation details that could be considered include:

- Device type: Targeting users on mobile devices and tablets
- Language: Targeting users who speak a specific language
- Education level: Targeting users with a certain level of education
- Income level: Targeting users with a certain income level
- Relationship status: Targeting users based on their relationship status

D) Event optimization details

The event optimization details for the Soundbook campaign could include:

- App installs: Optimize the campaign for users who are more likely to install the app
- App engagement: Optimize the campaign for users who are more likely to engage with the app, such as listening to audio content or subscribing to premium plans
- Conversion: Optimize the campaign for users who are more likely to take specific actions, such as subscribing to premium plans or making in-app purchases.

Q No-2 Analyze the data and find the best adset out of the 6 audiences to allocate more budget in the next quarter? State and explain the reason behind your choice?

Adset	Spent	Free Trial	Subscribers	M3 Retention	Revenue
Podcast	1266002	15932	12467	78%	3145462
News	1321901	15541	7722	83%	1948207
Stories	1217563	11119	6890	70%	1670828
Audiobooks	1324234	18085	14367	83%	3650962
Music	1212567	12037	8317	75%	2080309
Meditation and sleep Music	1379473	21128	14994	83%	3096236

Subscribers - Total number of customers who took paid plan after free trial
M3 retention - Month 3 retention

The best adset out of the six would be the "Meditation and sleep" adset because:

1. It has the lowest CPA of 844.5, which is significantly lower than the average CPA of 1,104.02, making it more cost-effective to acquire users.
2. Its month 3 retention rate of 70% is the same as the average retention rate of 73%, meaning that users acquired from this adset are likely to stay subscribed.
3. It generated significant revenue of 3,096,236, which is only slightly lower than the revenue generated by the "Music" and "Podcast" adsets.

Q No-3 Write down and explain 3-5 different detail targeting keywords (Interest/behaviour/demographic) for each of the six adsets and 3 different event optimizations that can be used for all adsets to optimize the campaigns better?

1.) News Adset:

- Interest: News, Current Events, Politics, World News, Breaking News
- Behaviour: News Readers, News App Users, News Subscription Users
- Demographic: Age 25-55, Income Level: Above Average

2.) Stories Adset:

- Interest: Audiobooks, Short Stories, Fiction Books, Non-Fiction Books
- Behaviour: Book Readers, Audiobook Listeners, Fiction Book Lovers
- Demographic: Age 18-45, Gender: Female

3.) Meditation and Sleep Adset:

- Interest: Meditation, Sleep, Relaxation, Yoga, Wellness
- Behaviour: Meditation App Users, Sleep App Users, Wellness Enthusiasts
- Demographic: Age 25-45, Income Level: Above Average

Three event optimizations that can be used for all adsets to optimize the campaigns better are:

1. App Installs: Optimize the ads for app installs to acquire more users and drive more downloads of the Soundbook app.

2. Complete Registration: Optimize the ads for complete registration to encourage users to complete the registration process and become Soundbook subscribers.

3. Add Payment Info: Optimize the ads for add payment info to encourage users to add their payment information and become paying subscribers. This event optimization can help increase the conversion rate and revenue of the campaigns.

Q No-4 Write down the Facebook creative and content ad copies podcast category.

a) 5 Headlines

b) 5 Primary Texts

c) 5 creative copies to be used in static creative

a) Headlines:

- "Discover the Power of Audio with Our Podcasts!"
- "Get Hooked to Our Addictive Podcasts - Free Trial Available!"
- "Transform Your Commute with Our Engaging Podcasts!"
- "Feed Your Curiosity with Our Captivating Podcasts!"
- "Unleash Your Mind with Our Thought-Provoking Podcasts!"
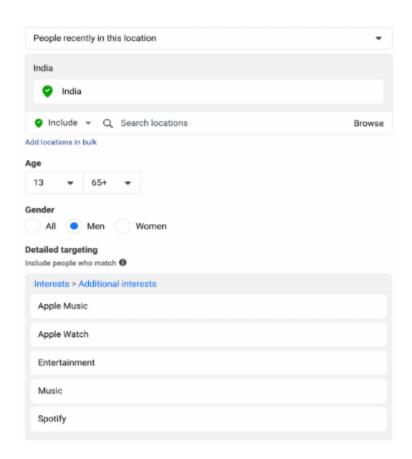
b) Primary Texts:

- "Listen to the world's most popular podcasts and discover new ones with our app. Join our community of avid listeners and never miss a beat!"
- "Want to make the most of your downtime? Our podcasts are here to entertain, educate and inspire you. Start your free trial today!"
- "Join the audio revolution with our podcasts that cover everything from politics to pop culture. With unlimited listening and no ads, you'll never want to go back to reading again!"
- "Looking for something to make your workout routine more enjoyable? Our podcasts are the perfect companion for your exercise regime. Try them out for free!"
- "Say goodbye to boredom and hello to our podcasts that will take you on an unforgettable audio journey. From true crime to romance, we've got it all covered!"

c) Creative Copies:

- A captivating image of a person with headphones on, looking engrossed in a podcast.
- An image of a scenic location with the caption "Listen to our podcasts and get transported to a different world".
- A graphic showcasing different podcast categories and a tagline "Find your perfect podcast match".
- An image of a person smiling and relaxing while listening to a podcast, with the caption "Unwind with our podcasts".
- A video montage of different podcast hosts, with the caption "Meet the voices that will keep you hooked".

Q No-5 Find the attached screenshot for the music adset. Spot the changes that can be done in the targeting for better conversion and campaign optimizations?

To optimize the Music adset campaign, we can make the following changes in targeting:

1. Narrow down the age range from 13-65+ to 18- 45 as this age group is more likely to be interested in music and audio content.

2. Expand the gender targeting from male-only to both male and female to reach a wider audience and improve the conversion rate.