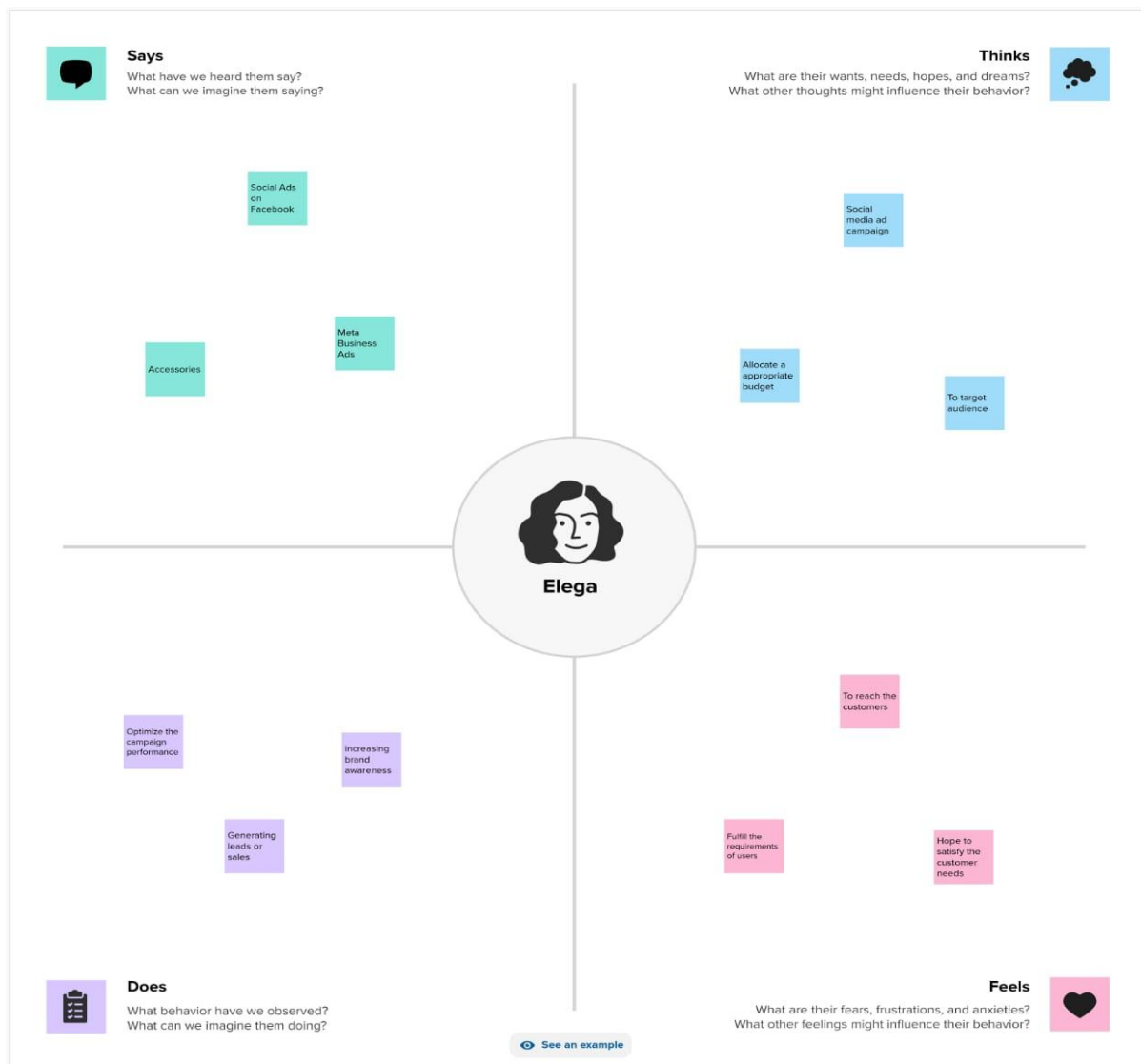


IDEATION PHASE

EMPATHYS & DISCOVER

Date	3 Nov 2023
Team ID	NM2023TMID01256
Project Name	Creating a Social Media Ad Campaign in Facebook



Pain

Limited
Organic
Reach

Ad
Saturation

Gain

Vast User
base

Custom
Audience