

## Platform Comparison Checklist.

### 1. Audience

- **Who is on this platform?** Check if your target audience (age, gender, interests) is active on this platform.
- ☒ Does this platform have my target audience?

### 2. Platform Type

- **What type of platform is it?** Consider whether it's social media (Facebook, Instagram), search engines (Google), or mobile apps.
- ☒ Is it social media, a search engine, or an app?

### 3. Ad Formats

- **What types of ads can I run?** See if the platform supports image ads, video ads, or text-based ads.
- ☒ Does this platform support the ad format I want to use?

### 4. Cost

- **What is the cost of advertising?** Compare the ad costs on each platform (e.g., cost-per-click or cost-per-impression).
- ☒ Is the advertising cost within my budget?

### 5. Targeting Capabilities

- **Can I target specific audiences?** Check if the platform allows targeting based on interests, location, or behavior.
- ☒ Does this platform allow me to target the right people?

### 6. Engagement

- **How active is the platform?** Look at the level of engagement on each platform (likes, comments, shares, etc.).
- ☒ Do people engage with content on this platform?

### 7. Analytics

- **Can I track my ad performance?** See if the platform provides easy-to-use analytics to measure your campaign's success.
- ☒ Does this platform provide clear performance reports?

### 8. Ad Flexibility

- **Can I adjust my ads over time?** Check if you can make changes to your ads while the campaign is running.
- ☒ Can I edit my ads to improve performance?

### 9. Platform Popularity

- **How popular is this platform?** Consider how many people use the platform regularly.
- ☒ Is this platform popular with a wide audience?

### 10. Platform Support

- **Does the platform offer help if needed?** Check if there is customer support or resources to guide you.
- ☒ Does this platform offer good support for advertisers?

Use this checklist to review each platform and figure out which one works best for your needs.