Project Design Phase-I Proposed Solution Template

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| Date | 2 NOV 2023 |
| Team ID | NM2023TMID21409 |
| Project Name | Google AD campaign |

Proposed Solution Template:

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| **S.NO** | **PARAMETERS** | **DESCRIPTION** |
| 1. | Problem statement (problem to be solved | Implementing remarketing ads that specifically target users who previously visited the website but didn't complete a purchase. These ads will follow the users across the web, displaying the products they showed interest in, thus encouraging them to return to the site and complete their purchase.Crafting ads that offer discounts, free shipping, or limited-time offers to entice customers who abandoned their carts. These special promotions will be highlighted in the ads to encourage customers to revisit the site and make a purchase. |
| 2. | Idea / solution description | Identify the specific demographics interested in your project and tailor your Google Ads to cater to their preferences and needs. Utilize Google's audience targeting tools to reach the right audience based on factors like age, location, interests, etc. Create visually appealing ads with high-quality images or engaging videos to capture the audience's attention. Visual content often generates more clicks and engagement.  Make use of ad extensions to provide additional information and links, which can increase ad visibility and provide more details about your project  Implement retargeting strategies to reach users who have previously shown interest in your project. This can be a powerful way to re-engage potential customers.  If your project is location-specific, consider using geotargeting to reach potential customers in specific regions or areas where your project would be most relevant.  Include a clear and compelling call-to-action in your ad. Whether it's "Sign Up Now," "Learn More," or "Shop Here," a well-defined CTA can significantly increase click-through rates.  Experiment with different ad formats, copy, and visuals. A/B testing helps to determine what works best for your campaign, enabling you to refine your ads for better performance. |

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| 3. | Novelty/Uniqueness | Targeting Capabilities: Google Ads offer an extensive range of targeting options. Advertisers can reach specific demographics, interests, behaviors, and even target users at different stages of the buying cycle.  AI-Powered Automation: Google Ads utilize machine learning and AI to optimize campaigns. Smart bidding, responsive search ads, and automated targeting make the ad platform more efficient and effective.  Diverse Ad Formats: From traditional text ads to visually engaging display and video ads, Google Ads provide a variety of formats to suit different marketing objectives.  Integration with Other Platforms: Google Ads allow integration with various platforms, enabling cross-channel advertising and tracking user interactions across different mediums.  Measurable Results: The platform provides detailed analytics, enabling advertisers to measure the performance of their ads, track conversions, and understand user behavior, allowing for continuous improvement and optimization.  Ad Customization and Personalization: Advertisers can tailor their ads based on user behavior, preferences, and their position in the sales funnel, providing more personalized experiences.  Local and Global Reach: Whether targeting a local community or a global audience, Google Ads offer tools to reach specific geographic areas or worldwide users.  Constant Evolution and Updates: Google consistently updates and evolves its advertising platform, introducing new features and tools, keeping the advertising experience innovative and adapting to the latest trends.  Mobile Advertising: With the majority of internet users accessing content through mobile devices, Google Ads optimize for mobile, ensuring ads reach users on various devices seamlessly.  Dynamic Remarketing: Tailoring ads based on users' past interactions and behaviors with the website or specific products, providing a personalized experience to encourage return visits and conversions. |

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|  |  | Machine Learning and Artificial Intelligence: By leveraging machine learning algorithms, the system can analyze complex data patterns and learn from previous instances of drowsiness.  This adaptive approach improves the accuracy of drowsiness detection over time and reduces false positives.  Customization and Personalization: A novel drowsiness detection system can be designed to accommodate individual differences and adapt to various driving conditions. It can consider factors such as age, driving experience, and personal baselines to provide customized alerts and warnings.  Integration with Vehicle Systems: The system can be integrated with other vehicle safety systems, such as adaptive cruise control or lane-keeping assist, to enhance overall safety. For example, if drowsiness is detected, the system can automatically adjust the vehicle's speed or provide additional assistance to maintain a safe driving state.  Data Logging and Analysis: The system can log and analyze data regarding drowsy driving instances, providing valuable insights for research, driver behavior analysis, and safety improvements. The accumulated data can contribute to a better understanding of  drowsiness patterns and aid in the development of more effective preventive measures. |
| 4. | Social impact/ customer satisfaction | nformation Dissemination: Ads can educate and inform the audience about important social issues, products, or services that bring value to their lives. For instance, ads promoting eco-friendly products or services contribute to environmental awareness.  Promotion of Social Causes: Google ads can be used to raise awareness and funds for social causes or nonprofit organizations. Ad campaigns supporting charitable initiatives can bring attention to important societal issues.  Accessibility and Inclusivity: Ads can promote products or services that cater to diverse audiences, ensuring inclusivity and accessibility for all. Campaigns can promote products that benefit marginalized communities or create awareness about products that cater to special needs.  Customer Satisfaction through Personalization: Tailored and targeted ads that show products or services relevant to the user's needs increase customer satisfaction. When customers see ads that resonate with their interests, they're more likely to engage positively.  Feedback and Improvement: Gathering feedback through ad interactions allows businesses to understand their customers better, leading to the improvement of products or services. This can positively impact customer satisfaction by addressing their needs and concerns.  Community Engagement: Google ad campaigns can encourage community involvement by promoting local events, businesses, or initiatives, fostering a sense of community and connection among users.  Transparency and Trust: Ads that provide clear and accurate information about products or services build trust among consumers. When users feel they are accurately informed, it enhances their satisfaction with the brand or service.  Customer Empowerment: Ads that offer knowledge or solutions empower customers to make informed choices, leading to higher satisfaction. For instance, educational ads about financial planning or health can empower customers to make better decisions.  Ethical Advertising: Adherence to ethical advertising practices not only benefits the business but also ensures customers feel respected and valued, positively impacting satisfaction and brand loyalty.  User Experience and Convenience: Google ad campaigns that focus on improving user experience, providing easy access to information, and seamless interactions contribute to higher satisfaction levels among customers. |

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| 5. | Business model (Revenue model) | Cost-Per-Click (CPC): Advertisers pay Google every time a user clicks on their ad. The cost is determined through an auction-based system where advertisers bid on keywords relevant to their target audience. Higher bids often lead to greater ad visibility.  Cost-Per-Thousand-Impressions (CPM): In some instances, particularly with display ads, advertisers pay per thousand impressions (views) their ad receives. This model charges per ad view rather than per click.  Cost-Per-Acquisition (CPA): Google offers an option where advertisers only pay when a specific action is completed, such as a purchase, sign-up, or form submission. This model is based on a predetermined action and not just clicks or views.  Remarketing and Display Network: Google's display network allows advertisers to target users who have previously interacted with their website or products. Advertisers pay based on the interactions or conversions resulting from these re-engagement ads.  Video and YouTube Ads: Revenue is generated through video ads shown on YouTube. Advertisers pay based on various models, including cost-per-view (CPV) where they are charged when someone watches a specified duration of their ad.  Ad Extensions and Enhanced Features: Google offers additional ad features such as call extensions, site link extensions, location extensions, and more. These extensions might incur additional charges or alter the bidding strategy, providing more revenue opportunities for Google.  Mobile Ads: With the increase in mobile users, Google's mobile ad revenue stream continues to grow. Advertisers can target mobile users specifically, and this can affect ad pricing and revenue generation.  Smart Bidding and Automation: Google's machine learning algorithms optimize bids for ad placements, and advertisers pay based on automated bidding strategies, which may lead to increased revenues due to improved ad performance. |

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| 6. | Scalability of the solution | Campaign Structure: Creating a well-organized campaign structure with ad groups, keywords, and targeted audiences makes it easier to scale. A well-structured campaign can be expanded efficiently by adding new ad groups or keywords.  Automated Tools and Bidding Strategies: Leveraging Google's automated tools for bidding, ad creation, and performance optimization can significantly aid in managing larger campaigns. Smart bidding strategies can handle a growing number of bids efficiently.  Keyword Expansion and Management: Continuously identifying and adding new relevant keywords allows for campaign expansion. Automated keyword match types and negative keyword lists help manage and scale keyword portfolios effectively.  Ad Copy Testing and Optimization: Regularly testing and optimizing ad copy ensures that the campaign remains competitive. Scaling becomes more manageable with a set process for continuous ad copy improvement.  Dynamic Ad Creatives and Ad Extensions: Using dynamic ad creatives and extensions helps in customizing ads for different audience segments. These scalable features allow for personalization without the need for extensive manual work.  Targeting Expansion: Expanding targeting criteria to reach new or broader audiences can be done efficiently using Google's audience targeting tools. This could include demographic, geographic, or interest-based expansions.  API Integration and Third-Party Tools: Integrating Google Ads with third-party tools or using the Google Ads API allows for automation and scalability beyond the standard user interface.  Performance Monitoring and Reporting: Implementing efficient reporting systems to track the performance of the campaign at scale is essential. Tools that provide clear, actionable insights make it easier to manage larger campaigns.  Budget Management and Scaling: As campaigns grow, effective budget allocation and management become critical. Scaling the budget efficiently to ensure continued ROI is essential |