Project Design Phase-II
Technology Stack (Architecture & Stack)

Date	02 November 2023
Team ID	NM2023TMID02803
Project Name	Project - How to Create a Google Ads Campaign for your brand

Technical Architecture:

The Deliverable shall include the architectural diagram as below and the information as per the table1 & table 2
Example: High-level architecture of online advertising

Reference: https://www.researchgate.net/figure/High-level-architecture-of-traditional-online
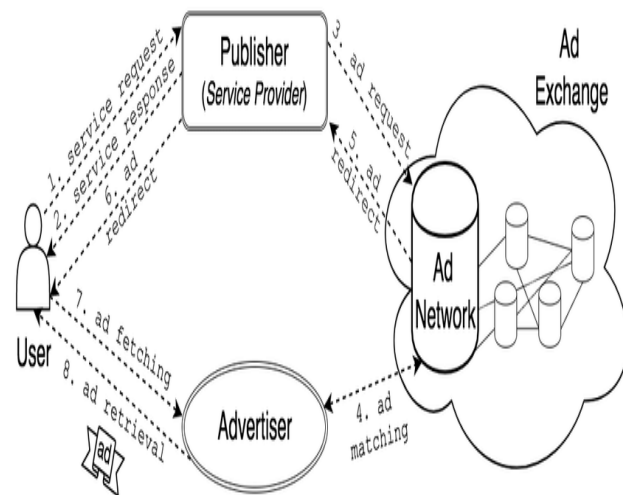
Guidelines:

Include all the processes (As an application logic / Technology Block)
Provide infrastructural demarcation (Local / Cloud)
Indicate external interfaces (third party API's etc.)
Indicate Data Storage components

Table-1 : Components & Technologies:

S. No	Component	Description	Technology
1.	User Interface	Go to the Google Ads website (https://ads.google.com) and sign in to your Google account.	Google Ads Platform
2.	Application Logic-1	Define the goal or objective of your advertising campaign. Common objectives include increasing website traffic, generating leads, driving sales, or promoting brand awareness	Google Ads Platform
3.	Application Logic-2	Start by creating a new campaign within your Google Ads account, specifying the campaign type based on your advertising goals (e.g., Search, Display, Video, Shopping, App, etc.)	Google Ads Platform
4.	Application Logic-3	Set individual bids for each keyword or ad group, depending on your bidding strategy. You can manually adjust bids or use automated bidding strategies.	Google Ads Platform
5.	Database	use databases to store user data obtained from your website or landing pages. This data can be used for retargeting or creating custom audience segments for your Google Ads campaigns	Google Ads Platform
6.	Cloud Database	Google Ads campaign data can be stored and managed using cloud databases provided by major cloud service providers like Google Cloud Platform (GCP), Amazon Web Services (AWS), and Microsoft Azure	Google Ads Platform
7.	File Storage	campaign data, assets, and settings are stored and managed within the Google Ads platform itself.	Google Ads Platform
8.	External API-1	Google Ads campaigns, you may use external APIs to enhance your campaign management, data analysis, or reporting	Google Ads Platform
9.	External API-2	External APIs can play a significant role in enhancing and extending the capabilities of Google Ads campaigns	Google Ads Platform

S. No		Description	Technology
10.	Infrastructure (Server / Cloud)	Need reliable and scalable resources to handle various aspects of your advertising efforts.	Google Ads Platform

Table-2: Application Characteristics:

S. No	Characteristics	Description	Technology
1.	Open-Source Frameworks	Google provides open-source client libraries for different programming languages (e.g., Python, Java, Ruby, PHP) to interact with the Google Ads API	Google Ads Platform
2.	Security Implementations	The security of your Google Ads campaign is essential to protect your advertising investment, prevent unauthorized access, and maintain the integrity of your ads and user data.	Google Ads Platform
3.	Scalable Architecture	when you plan to expand your advertising efforts or handle a large volume of data and traffic	Google Ads Platform
4.	Availability	Google Ads campaign is essential to minimize downtime, maintain user engagement, and maximize the effectiveness of your advertising efforts	Google Ads Platform
5.	Performance	The performance of your Google Ads campaign is crucial to achieve your advertising goals and maximize the return on your investment	Google Ads Platform

References:
https://searchengineland.com/a-look-at-the-new-google-ads-adwords-interface-303231
https://www.wordstream.com/adwords-campaign