

## Project Design Phase-II

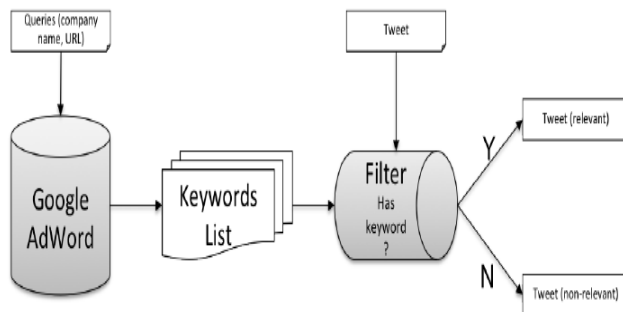
### Requirement Analysis (Functional, Operational, Technical) / Flow Charts

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

#### Data Flow Diagrams:

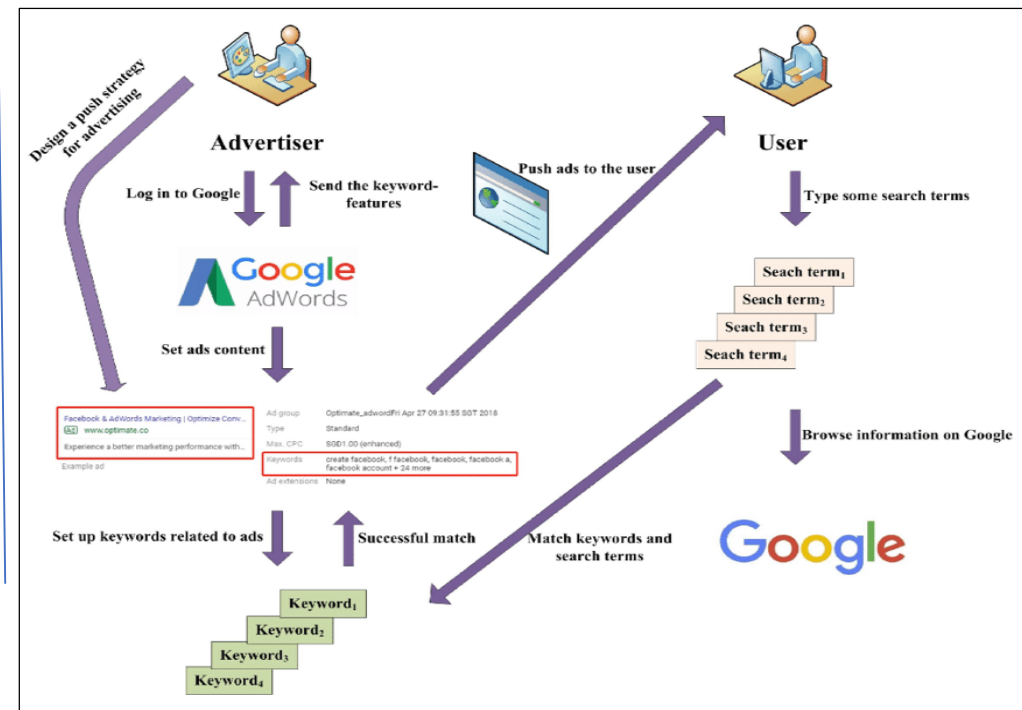
A Data Flow Diagram (DFD) is a traditional visual representation of the information flows within a system. A neat and clear DFD can depict the right amount of the system requirement graphically. It shows how data enters and leaves the system, what changes the information, and where data is stored.

#### Example: (Simplified)



1. Creating a Google Ads campaign offers a powerful means to achieve this goal.
2. By carefully defining campaign objectives, identifying your target audience, and conducting thorough keyword research, you can ensure your ads reach the right people at the right time.
3. Craft compelling ad copy and visuals that resonate with your brand message, and choose from various ad formats to suit your campaign's objectives.
4. Regular monitoring and optimization of your campaign are essential to maximize ROI.
5. A well-executed Google Ads campaign can significantly enhance brand visibility, attract quality traffic, and drive conversions, helping your brand thrive in the competitive online landscape."

#### Example: DFD Level 0 (Industry Standard)



## User Stories

Use the below template to list all the user stories for the product.

User Type	Functional Requirement (Epic)	User Story Number	User Story / Task	Acceptance criteria	Priority	Team Member
Customer (Business Entrepreneur)	Creating a Google Ads	USN-1	Business entrepreneur,I can create online ads to reach people exactly when they're interested in the products and services that offer. Google Ads is a product that I can use to promote my business, help sell products or services, raise awareness in website.	Establishing a strong online presence is paramount for brand success.	High	Gokulpriya. G
	Creating Campaign	USN-2	An ad campaign is designed around a specific and unique theme to create brand awareness about the company's product or service and advertising campaigns to reach potential customers. A campaign allows to promote my products.	Creating a Google Ads campaign offers a powerful means to achieve this goal	High	Akila M
	Campaign Type	USN-3	Campaign Type determines ads will be watched by audiences. It includes: Search Network with Display Select. It make up all the places where ads can appear, including Google sites, websites that show relevant Google ads, and other placements (such as mobile apps). It allows services on Google's vast network of search results, websites, videos, mobile apps, maps, shopping listings, and more.	By carefully defining campaign objectives, identifying your target audience, and conducting thorough keyword research,	High	Kirupa. M
	Website And Campaign Name	USN-4	Google Ads enters a default campaign name or choose a name that clearly describes the theme of the campaign to find account in easier way. campaign name isn't visible to your customers.	Craft compelling ad copy and visuals that resonate with your brand message, and choose from various ad formats to suit your campaigns objectives.	High	Jeya rudhra B
	Regular monitoring	USN-5	It is essential for achieving business goals. User and advertiser data is securely stored and transmitted, adhering to privacy regulations. Implement robust authentication and authorization mechanisms to prevent unauthorized access to sensitive information or settings.	Regular monitoring and optimization of your campaign are essential to maximize ROI.	Medium	Maha vidhya V