

**Project Design Phase-II**  
**Solution Requirements (Functional & Non-functional)**

Date	02.11.2023
Team ID	NM2023TMID02803
Project Name	How To Create A Google Ads Campaign For Your Brand

**Functional Requirements:**

Following are the functional requirements of the proposed solution.

FR No.	Functional Requirement (Epic)	Sub Requirement (Story / Sub-Task)
FR-1	Creating a Google Ads	Establishing a strong online presence is paramount for brand success.
FR-2	Creating Campaign	Creating a Google Ads campaign offers a powerful means to achieve this goal
FR-3	Campaign Type	By carefully defining campaign objectives, identifying your target audience, and conducting thorough keyword research,
FR-4	Website And Campaign Name	Craft compelling ad copy and visuals that resonate with your brand message, and choose from various ad formats to suit your campaign's objectives.
FR-3	Regular monitoring	Regular monitoring and optimization of your campaign are essential to maximize ROI

**Non-functional Requirements:**

Following are the non-functional requirements of the proposed solution.

FR No.	Non-Functional Requirement	Description
NFR-1	<b>Usability</b>	Online advertising lets you target your ads to the type of customers you want, and filter out those you don't. When you advertise online with Google Ads, you can use different targeting methods to reach potential customers right when they're searching for your products or services..
NFR-2	<b>Security</b>	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.
NFR-3	<b>Reliability</b>	Google Ads have a high level of availability and reliability to minimize downtime and ensure that advertisers can access their campaigns and data consistently. Implement disaster recovery plans to mitigate the impact of system failures, data loss, or other unexpected incidents.

NFR-4	<b>Performance</b>	<p>Google Ads are responsive and load quickly to provide a smooth user experience. Slow-loading ads can frustrate users and lead to high bounce rates. The ads are rendered correctly on various devices and browsers to maintain consistency in performance and appearance.</p> <p>The platform efficiently handles a large number of ad campaigns, ad groups, and keywords without performance degradation.</p>
NFR-5	<b>Availability</b>	<p>Google Ads platform is accessible to users with disabilities, complying with accessibility standards. designed to be available for use at all times, regardless of the user's location.</p>

NFR-6	<b>Scalability</b>	<p>The cloud-based system is designed to scale efficiently to handle a large volume of data. The mobile and web applications are also designed to handle a large number of users. The sensors are designed to be easily replaceable.</p>
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