

Project Design

Phase-I

Solution Architecture

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

Solution Architecture:

Solution architecture is a complex process – with many sub-processes – that bridges the gap between business problems and technology solutions. Its goals are to:

- Find the best tech solution to solve existing business problems.
- Describe the structure, characteristics, behaviour, and other aspects of the software to project stakeholders.
- Define features, development phases, and solution requirements.
- Provide specifications according to which the solution is defined, managed, and delivered.

Technical Architecture Diagram:

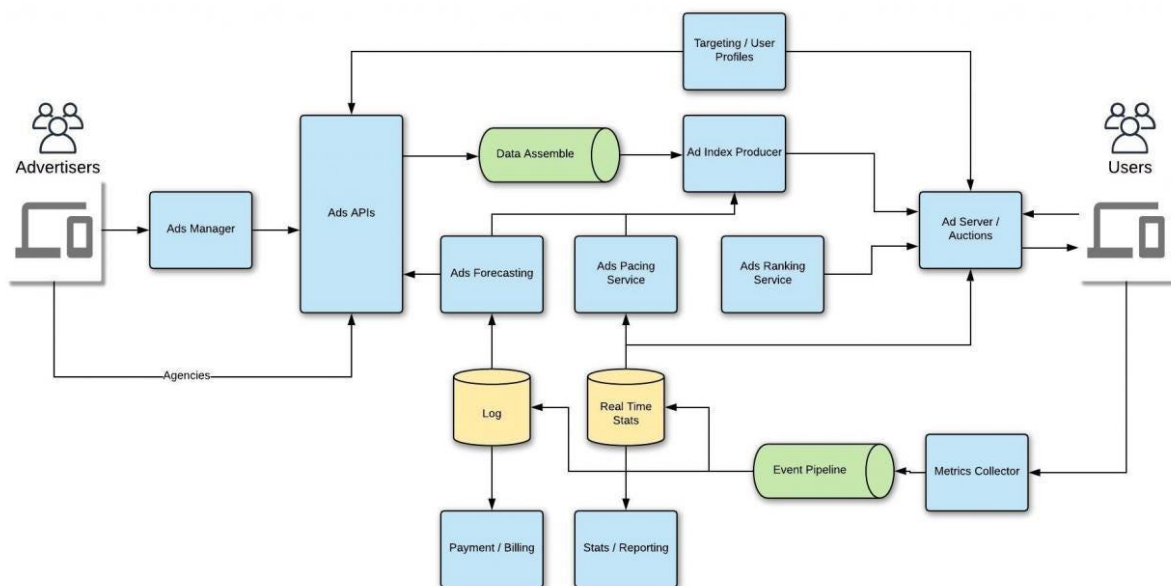


Figure 1: Architecture and data flow to create a Google Ads Campaign

Reference: <https://jinlow.medium.com/google-adwords-adsense-advertising-system-architecture-13dc20946aae>