

## Project Design Phase-I Solution Architecture

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Team ID	7EB30D3140ADD2597FD4137AF06C8F67
Project Name	Social media campaign on facebook

### Solution Architecture:

A well-structured Facebook ad campaign architecture includes a clear hierarchy of objectives. It typically consists of three main levels: Campaigns (top-level, overarching goal, e.g., brand awareness), Ad Sets (targeted audience and budget), and Ads (specific creatives). This framework ensures efficient ad delivery, optimization, and measurement for a successful campaign.

