

Project Development Phase

No. Of Functional Features Included In The Solution

TEAM LEAD	S.KARTHIKRAJ
NM ID	B2DF7E4FB2160FDA23848332D658AAE7
PROJECT NAME	Creating a social media ad campaign in facebook

S.NO.	FEATURE	DESCRIPTION
1	Drag-and-Drop Editor	Easily design your website
2	Template Library	Access pre-designed templates
3	Custom HTML/CSS/JavaScript	Customize your site's code
4	Responsive Design	Ensure your site works on all devices
5	Form Builder	Create forms for customer interaction
6	A/B Testing	Test different site versions
7	SEO Tools	Optimize for search engines
8	Content Personalization	Tailor content for each visitor
9	Smart Content	Display dynamic and relevant content
10	Analytics and Reporting	Track site performance and user data
11	Integrations	Connect with other tools and services
12	CTA Integration	Include Call to Action elements

13	Social Sharing	Promote content on social media
14	Multi-Language Support	Reach a global audience
15	Conversion Path Creation	Guide visitors through a sales funnel
16	SSL Security	Secure data transmission