

Date:	3/11/2023
Teamid:	NM2023TMID04566
Project:	How to create google ads compain for your brand

Project design phase I

Proposed solution

Sno:1	Parameter Google Analytics Account and Property Setup	<ul style="list-style-type: none"> • Create a Google Analytics account if you don't have one. • Set up a new property for your brand.
2	Tracking Code Installation	<ul style="list-style-type: none"> • Obtain the tracking code provided by Google Analytics. • Install the tracking code on your website to start collecting data.
3	Campaign Tracking	<ul style="list-style-type: none"> • Source: Where the traffic is coming from (e.g., Google, Facebook, email). • Medium: The marketing medium (e.g., organic, CPC, email). • Campaign: The specific campaign
4	Goals and Conversions	Set up goals and conversions to track specific actions on your website, like form submissions, product purchases, or page views.

5	Event Tracking	Track user interactions such as clicks on specific elements, video views, downloads, and more using event tracking.
6	E-commerce Tracking (if applicable)	If you're running an online store, consider implementing enhanced e-commerce tracking for detailed insights into the shopping behavior of your users.