

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

Date	03 November 2023
Team ID	NM2023TMID04566
Project Name	Project -How to create google ads compaign for your brand
Maximum Marks	4 Marks

**Functional Requirements:**

Following are the functional requirements of the proposed solution.

FR No.	Functional Requirement (Epic)	Sub Requirement (Story / Sub-Task)
FR-1	Google Analytics Account	You need an active Google Analytics account. If you don't have one, you can create it for free.
FR-2	Linked Google Ads and Google Analytics Accounts	In your Google Ads account, go to the "Settings" menu, and then select "Linked accounts."
FR-3	Auto-Tagging	Ensure that auto-tagging is enabled in your Google Ads account. Auto-tagging automatically appends parameters to your ad destination URLs, making it easier to track ad performance.
FR-4	UTM Parameters	Use UTM parameters (utm_source, utm_medium, utm_campaign, utm_term, utm_content) in your ad URLs to track the source, medium, campaign, keyword, and content associated with your ads.
FR-5	Conversion Tracking	Set up goals in Google Analytics to track specific actions you want users to take on your website, such as form submissions or purchases.
FR-6	Tracking Code	Ensure that the Google Analytics tracking code is properly implemented on your website or app. This code is what collects data on user interactions.

## Non-functional Requirements:

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

FR No.	Non-Functional Requirement	Description
NFR-1	<b>Performance</b>	Ensure that the campaign loads quickly and efficiently, with minimal page load times to provide a smooth user experience.
NFR-2	<b>Security</b>	Protect sensitive user data and analytics information, ensuring compliance with data protection regulations and best practices.
NFR-3	<b>Reliability</b>	Google Analytics should be available and accurate at all times, with minimal downtime or data loss.
NFR-4	<b>Compatibility</b>	The analytics system should be compatible with various devices, browsers, and platforms to reach a wide audience.
NFR-5	<b>Accessibility</b>	Ensure that the tool is accessible to users with disabilities.
NFR-6	<b>Scalability</b>	The analytics system should be able to handle increasing amounts of data and traffic as your brand's online presence grows.