

Project Design Phase-II Technology Stack (Architecture & Stack)

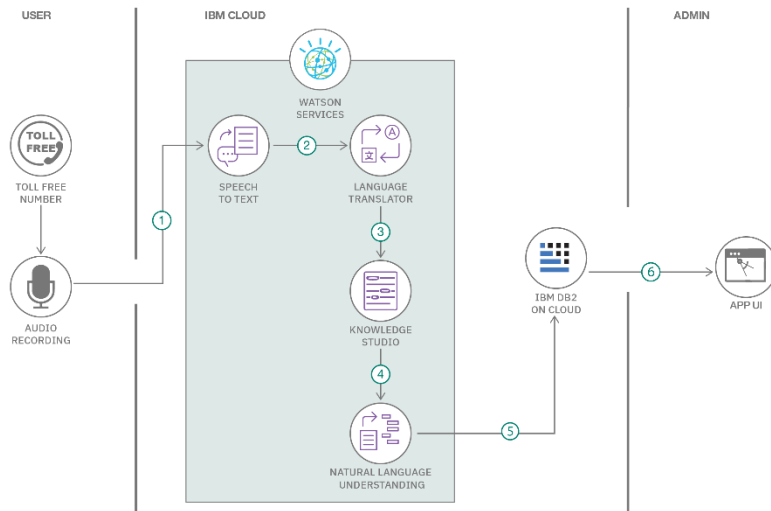
Date	03 November 2023
Team ID	NM2023TMID04566
Project Name	How to create google ads compagain for your Brand
Maximum Marks	4 Marks

Technical Architecture:

The Deliverable shall include the architectural diagram as below and the information as per the table1 & table 2

Example: Order processing during pandemics for offline mode

Reference:



Guidelines:

1. Common extensions include site link extensions, callout extensions, and location extensions.
2. Familiarize yourself with industry-specific policies
3. Ensure that the landing page linked from your ads provides a good user experience,
4. Ensure that your ads are closely related to your chosen keywords.
5. Create ads that are clear, accurate, and honest about your products or services.

Table-1 : Components & Technologies:

S.No	Component	Description	Technology
1.	Campaign	A campaign is the highest-level structure in Google Ads.	HTML, CSS, JavaScript / Angular Js / React Js etc.
2.	Ad Group	Ad groups contain a set of related keywords, ads, and bids.	Java / Python
3.	Keywords	Keywords are words or phrases that trigger your ads to appear	IBM Watson STT service
4.	Ad Copy	Each ad typically consists of a headline, description lines, and a URL.	IBM Watson Assistant
5.	Landing Page	It's important to have a clear call to action on the landing page.	MySQL, NoSQL, etc.
6.	Bids and Budget	each campaign, specifying the maximum amount	IBM DB2, IBM Cloudant etc.
7.	Ad Extensions	Common ad extensions include callout extensions, site link extensions	IBM Block Storage or Other Storage Service or Local Filesystem
8.	Targeting Option	targeting options, such as location targeting, demographic targeting	IBM Weather API, etc.
9.	Ad Schedule	Ad scheduling helps you target users at the most effective times.	Aadhar API, etc.
10.	Ad Quality and Relevance	Quality Score to assess the relevance and quality of your ads and landing pages.	Object Recognition Model, etc.
11.	Conversion Tracking	Implement conversion tracking to measure the success of your campaigns.	Local, Cloud Foundry, Kubernetes, etc.

Table-2: Application Characteristics:

S.No	Characteristics	Description	Technology
1.	Audience Targeting	target audience based on factors like demographics, location, interests, and behaviors.	Technology of Opensource framework
2.	Budget Control	Advertisers can set daily or monthly budgets, ensuring they have control over their ad spend.	e.g. SHA-256, Encryptions, IAM Controls, OWASP etc.
3.	Pay-Per-Click (PPC) Pricing	This cost-effective approach can provide a positive return on investment (ROI).	Technology used
4.	Ad Scheduling	Advertisers can set specific days and times for their ads to appear. This is particularly useful for businesses	Technology used
5.	Conversion Tracking	Google Ads allows businesses to track conversions, such as website visits, form submissions, or purchases.	Technology used