Project development phase

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| Date | 3/11/2023 |
| Team id | NM2023TMID04566 |
| Project | How to Create Google ads compaign for your brand |

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| No of functional features included in the solution | Google Ads offers a wide range of functional features to help advertisers create and manage effective advertising campaigns. These features may change over time, but as of my last knowledge update in January 2022, some of the key functional features included in Google Ads |
| Code layout readability and reusability | Ad Extensions: These allow advertisers to provide additional information like site links, callouts, and structured snippets to make their ads more  Location Targeting: Ads can be shown to users in specific geographic locations.  Audience Targeting: Advertisers can target specific audiences based on demographics, interests, and behavior. |
| Utilisation of algorithms , dynamic programming, optimal memory utilisation | Data compression: Implementing efficient data compression algorithms to reduce memory usage while maintaining data integrity.  Stream processing: Employing stream processing techniques to handle real-time data streams efficiently, enabling timely analysis and response to incoming data. |
| Debugging and traceability | Debugging tools: Providing debugging tools that allow users to track and monitor data collection processes, helping to identify and resolve any issues or errors in the implementation of Google ads tracking codes.  Error tracking: Offering error tracking mechanisms that enable users to identify and rectify issues related to data collection, processing, and reporting within the Google Ads platform. |
| Exception Handling | Error logging: Recording detailed information about errors and exceptions encountered during data collection, processing, and reporting to enable effective troubleshooting and resolution.  Real-time alerts: Providing real-time alerts and notifications to notify users of any critical errors or issues that may affect the accuracy or reliability of the ads of data |