**Solution Architecture**

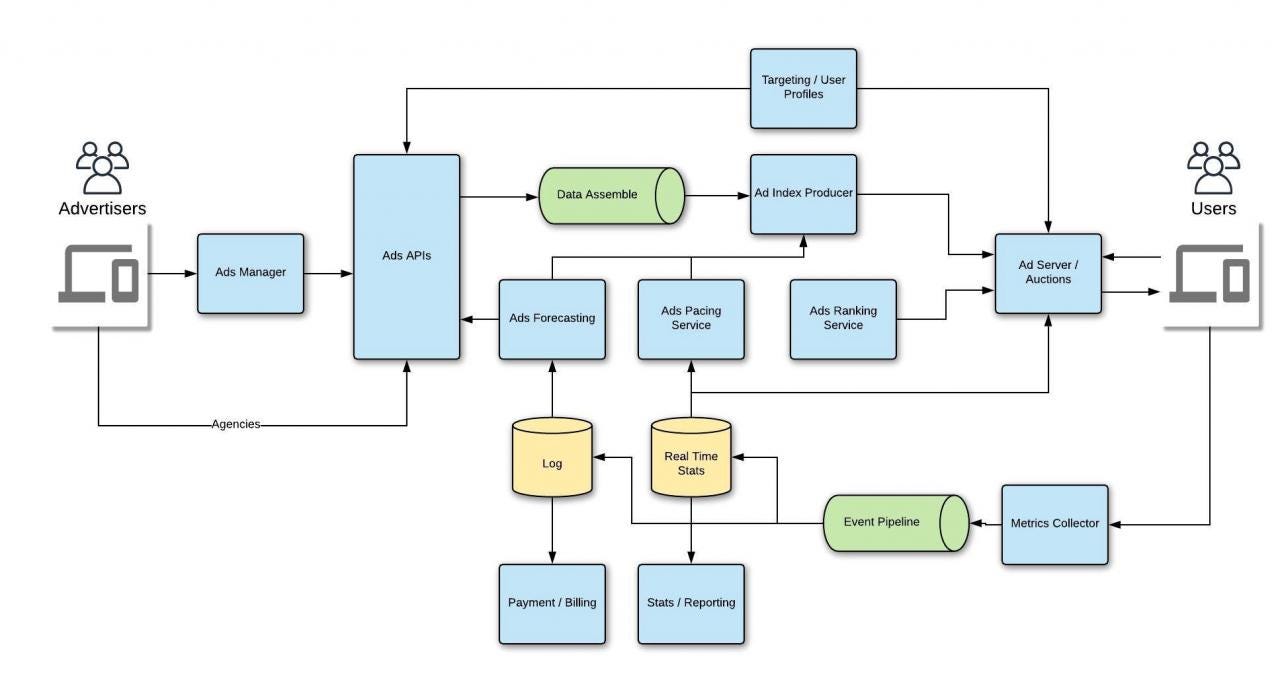
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| Date | 29th October 2023 |
| NM ID | 10EA79BA4AE54CFB5BE481B49078887 |
| Project Name | How to Create a Google Ads Campaign for your brand |

**Solution Architecture:**

Solution architecture is a complex process – with many sub-processes – that bridges the gap between business problems and technology solutions. Its goals are to:

* Find the best tech solution to solve existing business problems.
* Describe the structure, characteristics, behaviour, and other aspects of the software to project stakeholders.
* Define features, development phases, and solution requirements.
* Provide specifications according to which the solution is defined, managed, and delivered.

**Solution Architecture Diagram:**



*Figure : Architecture and data flow of Google ads.*