



Creative Online Advertisement Portal for Multifarious

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ABSTRACT:

The main aim of this project is to provide advertisement details like advertisement cost in various TV Channels, Newspapers, Online Websites. Advertisements are very necessary in order to market or promote the product of the particular product. Advertisements can be done through the online mode through the radio, television, social networking sites so that it will gain nice promotion. Online advertisement management system is an application that deals with maintaining the advertisements given by the customers to the company. There will be many customers with different advertisements for a particular company. Maintenance of all the data using pen paper work is a tedious job. So to reduce the manual effort, the online advertisement management application will be of great help. This application will be very useful to the advertising agencies and the managers to manage advertisements and to view reports.

Have you ever double-tapped an image on Instagram, reacted to a video on Facebook, or clicked a search result in Google, only to realize afterward that it was actually an ad?

Maybe you never realized it was an ad at all — you just thought it was a cute picture of a dog.

More than ever, ads can be contextual, relevant, targeted, and helpful in ways they never could before. In short, ads today are content New platforms, ad types, and targeting capabilities are popping up all the time.

Introduction:

Advertising agency is an online creative platform that helps to run your business smoothly. It's a single platform by which you can implement your creativity, make analysis, put your ideas without using pen and paper and get the reports just by one click. It's a project integrated with content management system to give an excellent look for your business. It's the software by which you can make advertising of any products which you want to sell or launch to the market or for any business purpose. With new advertising agency system, having GUI modern editor which will fulfil all your needs without any effort and helps to gain excellent traffics over this internet. An advertising agency or ad agency is a "service business" dedicated to creating, planning and handling Advertising (and sometimes other forms of promotion for its clients. An ad agency is independent from the client and provides an outside point of view to the effort of selling the client's products or services. An agency can also handle overall marketing and branding strategies and Sales Promotion for its clients. In order to avoid the above problem this project is to provide advertisement details like advertisement cost in various channels. Depending upon the budget the various channels, newspapers and websites can allot different advertisements.

The process of making the advertisement is little because we are going to provide the execution environment for the end users to select the available templates in which the users can easily create their advertisement based on the Media Types (News Paper, Websites, Television, etc). With traditional advertising, an advertiser can place ads on TV shows, radio programs, and magazines, but with web ads, there is no limit to how finely an advertiser can target the audience. Due to the rise in popularity of social media, Facebook and MySpace have become hot spots for advertising. An advertiser can target these platforms using almost any criteria (e.g., age, gender, location, education, place of employment, favorite music, and marital status). Advertising companies, such as Google, which targets ads based on users' search history, have been taking into account users' information needs related to their interests for targeted advertising. An effective interpretation of users' information needs is necessary for targeted advertising. However, problems with the accumulated data that describe users' information needs are huge volume, high dimensionality, and continuous change. Web ads can be presented in various formats, such as text, graphics, sound, video, or their combinations. These formats may attract users' attention much easier due to their sensory effects. So web ads, such as animation plus sound, may increase the opportunity for consumers to process the ads. For example, when users are reading news on the Internet, an animated banner with flashing text may easily attract their attention. However, in the web medium, consumers are highly active and selective. Whether a type of advertising is acceptable or not depends on the consumer's perception of whether the ad could fulfil his or her goals. The different formats of traditional advertising are: billboards, television commercials, radio ads, and posters. On the other hand, various online advertising formats are: banner ads, pop-up and pop-under ads, floating ads, streaming sidebar ads, pull down banner ads, and text ads. The final benefit of online advertising over traditional advertising is the fact that tracking ads has become very easy with Internet advertising compared to traditional advertising. With online advertising, each and every advertising campaign is tracked by the ad server, saving a lot of time and money. Ad servers monitor all of the visitors who come to an advertiser's website through the advertising campaigns and track any actions they take or orders they make. Ad servers also keep track of the budget, clicks, impressions, the conversion rate, and other statistics. This further helps with budget optimization, business decisions,

and managing advertising campaigns. With traditional mediums of advertising, an advertiser cannot say for sure whether the customer who is watching or reading the advertisement is actually going to buy the product. Through pay per click (PPC) advertising, the advertiser is actually paying only when the potential customer visits his or her website or looks through the product that is being sold. Online publishing takes a minimum amount of time to include advertising on websites. A publisher can earn advertising revenue from each page of his or her site. Ads relevant to the site's content are delivered to the site as text or images. In the case of Google AdSense, a publisher can implement Google Search on his or her website that then delivers related ads based upon search criteria. Developing banner ads or any other types of site advertisements can be time consuming. Online publishing provides a solution for sites, both big and small, to place ads and search options easily on a site with minimal effort.

Literature Survey

AUTHOR: Lada A. Adamic and Eytan Adar et. al.

DESCRIPTION:

This is demonstrated a means of leveraging text, mailing list, and in and out – link information to analyze network structure. They have also characterized specific types of items from each of these categories that act as good indicators (individuals associated with an item tend to link to each other) or bad indicators (items which are too general to be indicative of social connections). Furthermore, because indicators vary between communities, they were able to infer characteristics of the communities themselves. Among the numerous applications of these results is the mining of correlations between groups of people, which can be done simply by looking at co – occurrence in homepages of terms associated with each group. Using these techniques in combination with community discovery algorithms yields labelled clusters of users. Thus, not only is it possible to find communities, but they can be able to describe them in a non – obvious way.

AUTHOR: Lars Backstrom and Jure Leskovec et. al.

DESCRIPTION:

This is proposed a Supervised Random Walks, a new learning algorithm for link prediction and link recommendation. By utilizing node and edge attribute data our method guides the random walks towards the desired target nodes. Experiments on Facebook and co – authorship networks demonstrated good generalization and overall performance of Supervised Random Walks. The resulting predictions show large improvements over Random Walks with Restarts and compare favorably to supervised machine learning techniques that require tedious feature extraction and generation.

AUTHOR: David Crandall, Dan Cosley, Daniel Huttenlocher, Jon and Siddharth Suri et. al.

DESCRIPTION:

This is found out that examining specific instances of behaviour can be a valuable complement to studying the data in aggregate. Looking at the content and context of people's first meetings informed their understanding of the relationship between interaction and similarity as well as creating a model of behaviour adoption. Likewise, their observations there are many Wikipedia edits which are minor or systematic which helped them understand why interest similarity is not as predictive as they might have expected.

AUTHOR: Yuxiao Dong, Jing Zhang, Jie Tang, Nitesh V. Chawla, Bai Wang et. al.

DESCRIPTION:

This is proposed a unified framework, CoupledLP, which first propagates the knowledge from the source network to the target network and then use a coupled factor graph model to incorporate the implicit knowledge in the target network for the link prediction. The coupled factor graph model considers both the attribute features in each network and the structural metapath based features between the two networks. The experiments on two large – scale mobile social networks and one disease – gene network shows that their proposed framework outperforms several alternative baseline methods.

AUTHOR: Jennifer Ann Golbeck et. al.

DESCRIPTION:

This is presented a project which has served as a specific application of the techniques of studying the relationships in a system to understand their functional properties, developing algorithms based on those properties to infer information about indirect relationships, and integrating those inferences into applications. Systems that can be subjected to this type of analysis underlie both common user experiences, like social networks, and scientific research problems, such as food webs. By understanding more information about the relationships in the system, and integrating that into applications in a way that supports users, they believe there is great promise to increase the productivity of users and the ability of applications to act intelligently with respect to the underlying systems.

Existing System

Under the previous existing system, there was no provision of managing the design and display panel. These two sections can be treated as the core heart of advertising agency. Previously the system was not properly wired framed thus mobile optimization was not possible. Its old editor was not able to provide facility of website promotion and latest trends like animation and inclusion of motion graphics for business attraction purpose. Under previous system, the powerful UI for designing purpose has not been used and the administrative panel was not provided with all features to handle all tasks easily.

If an agency does not communicate or relay its client's goals and creative wishes properly problems can occur. Most Full-Service Agencies work on a combination of fee-based and commission based compensation. The fee is paid by the entity for which the marketing is being done. However an agency may have better negotiating powers than your company and save you more money in the long run anyways. There are far more advantages to having the right advertising agency than not.

Disadvantages:

- The Existing system has to be manually monitors the works done or publish each ads from the users end.
- The main disadvantage is the ad owners were struggling with the tedious task of managing and selling their ad space in paper etc.

Proposed System:

This new advertising agency application will help to reach maximum number of persons through its online engagement features. To make them more under stable and stay connected, it's the advertising agency which has used the integration of prime time TV ads, website ads and newspapers features. With the cost effective technology solutions developed in modules, it's easier to handle and manage. This system is self-explanatory from every portions because of its excellent user interface. It's the system by which consumers will be more under stable and not to be cheated by others. It's the new system which has been developed keeping in view and title of project.

In order to avoid the above problem this project is to provide advertisement details like advertisement cost in various channels, various websites, various newspapers and cost also depends on the timing of the ads, content of the ads and ads placement in the newspaper based on the user requirements and depending upon the users budget the cost estimation is given by the admin for users different advertisements plans.

Advantages:

- The final benefit of online advertising over traditional advertising is the fact that tracking ads has become very easy with Internet advertising compared to traditional advertising.
- Online publishing takes a minimum amount of time to include advertising on websites. A publisher can earn advertising revenue from each page of his or her site.
- With placement targeting, advertisers choose specific ad placements, or subsections of publisher websites, on which to run their ads. Ads that are placement targeted may not be precisely related to the content of a page.

Module Description

1. Admin :

- **Admin Login:** Only authorized people can login.
- **View all Users and authorize the users:** Here the admin can view all the users who are registered into the website and can authorize the users.
- **Add Ads based On Category:** Here the Admin can add ads based on the category like TV advertisement, Newspaper advertisement Website advertisement.
- **View all ads based on Category:** The Admin can view all the ads added by on the basis of category such as whether it is a TV advertisement or Newspaper advertisement or Website advertisement.
- **View all User Cost Request for Ads:** The admin can view all the cost estimation sent by the users baes upon the user type of advertisement portal (tv,website,newspaper). The cost may also differ based upon the user's time, content, placement of the ads.
- **View All Purchased Ads By users:** The admin can view all the users who purchased the ads and their type of ads promotion purchase.
- **Logout:** The admin Can Logout.

2. Users (Multi user account):

- **The Users Registration:** The User has to register into the website first by giving the correct registration credentials.
- **The User Login:** After successful user registration the user can login only after authorized by the admin.
- **View all the ads Category:** The user can view all the ads the is available based on the 3 types of ads promotion they are TV ads, Website ads, Newspaper Ads.
- **Send Cost Estimation to admin:** Once the users selects the type of ads and their credentials like (timing of ads , ads placement ,Content of the ads) they can send the cost estimation to admin then once cost estimation is done they can purchase the ads.
- **Payments for Ads:** Once the user is ready with his/her ads content and type of ads promotion in (TV or Website or Newspaper) and after getting the cost estimation from the admin based upon the users content and type of ad promotion the user can pay the amount by using the payment details of users bank.

- **View all purchase ads by the users:** The User can view what are the ads purchased and published ads.
- **Logout:** The User can Logout.

Future Enhancement:

Our four scenarios reflect several critical uncertainties in the matrix. These drivers and their effects may differ from scenario to scenario, with each describing an extreme point of possible developments in the advertising market. In addition, we have identified seven factors whose development can be predicted with a high degree of certainty and which are relevant for all scenarios. These trends will shape the future of the advertising industry:

- Marketing clouds prevail

Marketing clouds are indispensable elements in advertising processes, as they control the creation and management of marketing relationships and manage campaigns with customers. It will become standard to integrate solutions for customer journey management, email, mobile, social, web personalization, advertising, content handling, and analytics.

- Artificial Intelligence is imperative

Artificial Intelligence is ubiquitous in the advertising space. AI supports decision-making and analyzes consumer behavior. Enriched with data about how consumers interact with advertising, it substantially optimizes campaigns to perform better. Implemented consistently and to its full extent, AI understands consumers better than they do themselves.

- Programmatic becomes universal

Programmatic is the standard for digital advertising. Processes are fully automated in the context of purchasing and selling ad space and dynamically placing digital ads, and transactions take place in real time. Programmatic is an essential enabler for targeted advertising. Traditional processes involving RFPs, human negotiations, and manual insertion orders will vanish from the digital advertising space.

- "Context is King"

Digital advertising is predominantly contextual. Ads are selected and placed by automated systems, based on ever more detailed user profiles and the content displayed. The increase in mobile and location-based advertising strengthens this trend.

- War for ad talent continues

The continuing digitalization of advertising with new market players, changing job profiles, and a shift of power within the industry causes an enormous war for talent. Employers compete for experts with scarce, specialized skill sets. Demand for data scientists, analytics experts, and creative minds is huge at present and will remain high.

- Ad tech consolidates

The once fragmented and heterogeneous supplier landscape within the ad tech segment will consolidate. Large ad tech players will acquire almost all their smaller but highly specialized competitors. The desire for improved services, additional scale, and more data is the main driver behind vigorous M&A activity.

- TV loses its dominance

After print, traditional linear TV also loses in importance. Large digital platform companies generate similar reach through video on demand, social, or messaging functionalities.

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