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YammerAds: Instant Access to Reliable and Affordable Advertising Services

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***Abstract*—** Advertising has seen tremendous growth in recent years. Lot of companies, organizations, small and large businesses, from simple app to big ventures wants to advertise and open themselves in front of the world. Today Advertising firms and customers facing many problems such as lack of brand advertiser availability, Sales and operational inefficiency, Ineffective creative formats, Wrong display target for Premium Advertisements etc. To remove all the barriers and limitations we are going to implement a project called YammerAds: Instant Access to Reliable and Affordable Advertising Services. This system is a platform for Businesses and Advertising service providers based on different locations. The system will explore appropriate service providers for businesses and individual customers at different locations along with their details of key-services, cost plans, showcases. YammerAds provides genuine service providers to users who want to publish advertisements for their brands, so they can easily work with remote service providers to explore their business through advertising.

***Keywords*—** Advertisement, Crowd Advisor, Commercial, Advertising service providers, freelancer, Crowdsourcing.

I. INTRODUCTION

Most common problem with advertising today- Lack of brand advertiser availability, Sales, and operational inefficiency, Ineffective creative formats, Wrong display target for Premium Advertisements, Paid search and contextual: Clients, Paid search and contextual: Service Providers. To overcome this limitation and providing great service and user experience, a Right advertiser for a right customer we came with YammerAds. Online Service provider and Instant access to reliable and Affordable advertising services. YammerAds provides right advertiser according to customer need and location, Portal for Customer to find right advertiser in the cities where they want to do advertising, Various types of advertisers at one place (e.g. Online Advertisement, Banner, Affiliate marketing etc.), Various features for filtering suitable advertiser, rank them according to review, area covered, advertising types, Projects undertaken previously. [1][2]

YammerAds make an online portal for Advertiser/Media Publisher and customer according to their locations and specialties. To make available different media publishers and advertisers like online marketers/ Social Advertisers/ Ad-Words/ Physical ads providers/ Publishers at one place. It provides the feature of targeting professionals according to Geolocations, Time zone and hires them immediately, a showcase of professionals and their special services, plans in profile, review facility and feedback, Ratings for ranking service providers, online portal provides complete plans and features.

II. DESIGN OF EXPERIMENT

Various devices/blocks are present in architecture, following is the brief description of it.

Web Portal

User interface is designed which provides simplicity and great user experience for acquiring maximum customers and service providers. Provided Registration for both customer and service providers. System explores services more in depth because of its easy navigations and proper documentation.

Registration

Different registration Blocks for registration of Advertisers/ Service Providers and customer. A customer

can see the service while signup process and Advertiser will target customer according to locations.[1][2]

Service Provider Panel

The service provider will add key details of their profession, advertising platform, plans, and locations, that will be showcased to the customer. Service Providers can showcase their projects, products and display more facilities to attract a customer.

Ratings/ Ranking

Rate Service Provider on the basis of customer feedback using "Popularity Ranking Algorithm". It will rank genuine service providers at the top and indirectly explore trusted service providers to businesses and corporations.

Spam Filtration

System will apply spam filter for discarding malicious activities like fake Service Providers on the basis of reviews and ratings.[2][3]

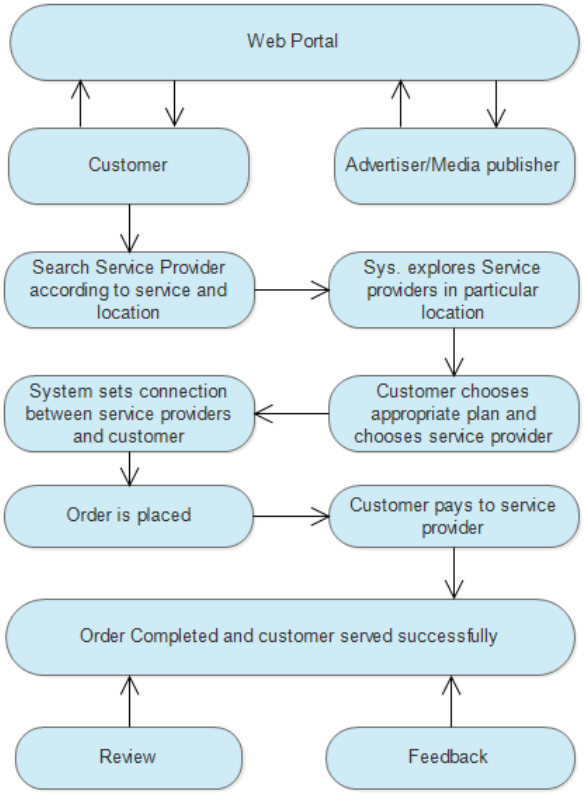

Figure 1: System Architecture

III. METHODOLOGY

Proposed Algorithm

1. Start
2. Initialize System (Open Web Portal)
3. Signup as Customer/ Advertiser
4. Customer: Provide details about service or advertising platform according to their requirements and select appropriate plan and select location where they want service.
5. Service Provider: Provide details about services which they can offer and their previously held projects for showcasing to customer and location where they can provide service.
6. According to location all service providers get explored to customer.
7. Customer will choose SP after reviewing their Plans/details which service provider showcased in their profiles.
8. Communication is done through contact details provided by both service provider as well as customer.
9. Payment is done before/after order is placed
10. A Customer is served by Service Providers.

POPULARITY RANKING ALGORITHM FOR RANKING

The quality of being liked or accepted by peoples is called as popularity. Popularity is calculated by different methods according to the area of application. To calculate the popularity of websites on the internet; methods like 'Click Popularity' and 'Link Popularity' were used. Developmental Psychologist uses sociometric tests to calculate popularity among peer groups. In this paper, we have formulated a simple algorithm through which popularity of a candidate can be calculated and also, we carried out Monte Carlo simulation studies of the algorithm. Popularity of either living or non-living (e.g.: a commercial product) candidates can be measured using this algorithm.

TRIP ADVISOR POPULARITY ALGORITHM

The Popularity Ranking is based on the quality, Recency, and quantity of discussions that a company gets from customers. The ultimate algorithmic information, for a meagre set of businesses that disrupt guidelines, is fraud fines that exist to preserve the honour of the content on TripAdvisor.

IV. RESULTS AND DISCUSSION

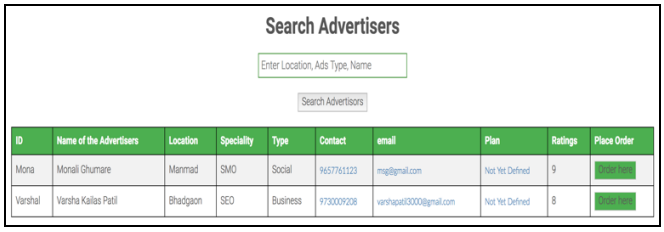

Figure 2: Search Based on Popularity Ranking Algorithm

Service Providers get listed on the basis of Ratings received from Clients/Customers by Popularity Ranking Algorithm. It shows higher rated service provider at the top and then followed by descending order.

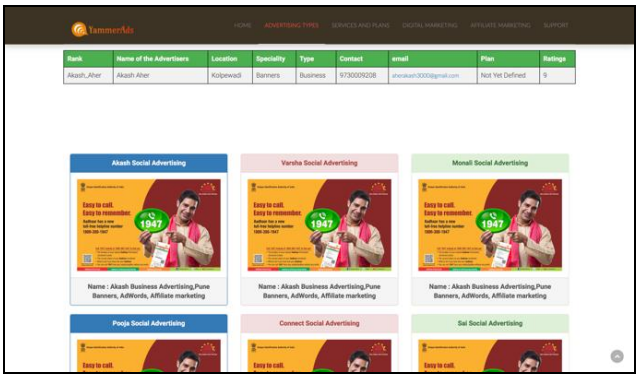

Figure 3: Service providers based on Category

This shows service providers in particular category, for example, advertisers who registered as business advertiser then it will automatically go in the business section after successful registration.

V. CONCLUSION and Future Scope

Our project is meant to satisfy the needs of right service provider for business users. Reliable platform for companies, Start-ups, individual and businesses to adopt advertising service at different locations with affordable cost plans. Using web based portal we can showcase various services on the basis of genuine reviews and list service providers on the basis of their locations, Ratings. YammerAds gives Instant access to Reliable, Affordable and Efficient service providers at remote places. We will implement classified advertisements for businesses, Integration of Service Tracking Module so customers can keep track of their orders and current job. System will support own CMS (Content Management System) in near future.

ACKNOWLEDGMENT

"YammerAds: Instant Access to Reliable and Affordable Advertising Services" has been a subject with tremendous scope to research upon, which leads one's mind to explore new heights in the field of Computer Engineering, and its miscellaneous applications. We dedicate all our project work to our esteemed guide Prof. T. Bhaskar whose interest and guidance helped us to complete the work successfully as well as he has provided facilities to explore the subject with more enthusiasm. This experience will always encourage us to do our work perfectly and professionally. We also extend our gratitude to Dr. D. B. Kshirsagar (H.O.D. Computer Department). We express our immense pleasure and thankfulness to all the teachers and staff of the Department of Computer Engineering, Sanjivani College Of Engineering, Kopargaon for their co-operation and support.

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