

# **LeadTym**

Thesis submitted in partial fulfillment  
of the requirements of the degree of  
**Masters in Science with Specialization in  
Computer Science**

by

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## **CERTIFICATE**

This is to certify that the dissertation entitled **“LeadTym”** is a bonafide work of **“Ashana Chougale”** (Roll No: **05 GR no: 3510214**) submitted to the Nagindas Khandwala College(Autonomous),Mumbai in partial fulfillment of the requirement for the award of the degree of **“Masters in Science with Specialization in Computer Science”**.

**Prof. Namrathaa Malu**

Internal-Examiner



## Supervisor's Certificate

This is to certify that the dissertation entitled “**LeadTym**” submitted by **Ashana Chougale, Roll No: 05 Gr no: 3510214**, is a record of original work carried out by him/her under my supervision and guidance in partial fulfillment of the requirements of the degree of **Masters in Science with Specialization in Computer Science** at Nagindas Khandwala College(Autonomous), Mumbai 400064 . Neither this dissertation nor any part of it has been submitted earlier for any degree or diploma to any institute or university in India or abroad.

**Prof. Namrathaa Malu**

Internal Examiner



## **Declaration of Originality**

I, *Ashana Chougale*, Roll No: 05 Gr no: 3510214, hereby declare that this dissertation entitled “*LeadTym*” presents my original work carried out as a Master Student of Nagindas Khandwala College(Autonomous),Mumbai 400064. To the best of my knowledge, this dissertation contains no material previously published or written by another person, nor any material presented by me for the award of any degree or diploma of Nagindas Khandwala College(Autonomous),Mumbai or any other institution. Any contribution made to this research by others, with whom I have worked at Ajeenkya D Y Patil University, Pune or elsewhere, is explicitly acknowledged in the dissertation. Works of other authors cited in this dissertation have been duly acknowledged under the sections “Reference” or “Bibliography”. I also declare that I have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea/data/fact/source in my submission.

I am fully aware that in case of any non-compliance detected in future, the Academic Council of Nagindas Khandwala College(Autonomous),Mumbai may withdraw the degree awarded to me on the basis of the present dissertation.

**Date:**

**Place:**

**Ashana Chougale**



# Acknowledgment

I remain immensely obliged to **Prof. Namrathaa Malu**, for providing me with the guidance for this internship, and for her invaluable support in garnering resources for me either by way of information or computers also his guidance and supervision which made this Internship/Project happen.

I would like to say that it has indeed been a fulfilling experience for working out this Internship/Project.

## **Abstract**

The advertising industry is constantly evolving, and businesses need reliable and user-friendly platforms to manage their advertising campaigns effectively. This paper proposes the development of an advertising website that can handle advertisers, publishers, and campaigns in a centralized and efficient manner.

The advertising website will offer a range of features, including targeted advertising, efficient campaign management, accurate reporting, multiple revenue streams, and robust security measures. Advertisers will be able to target their ads to specific audiences based on demographics, interests, behavior, and other criteria, increasing the effectiveness of their campaigns.

Publishers will be able to monetize their website or app by displaying ads from advertisers, generating revenue from clicks, impressions, or conversions. The advertising website will use automation to streamline the advertising process, reducing the time and resources needed to manage campaigns and increasing efficiency.

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# CHAPTER 1

## INTRODUCTION

Botic Oceans Technologies Private Limited is a Start-up company. At Botic Oceans Technologies, they promise to take your business to the next level. Their team of expert IT professionals will provide you with comprehensive and personalized services that will revolutionize the way your business runs. They understand that businesses are constantly evolving and it's important for them to stay ahead of the curve.

Botic Oceans have many projects in various fields like Graphic designing, Web services, AI development, IT consultancy, etc. They have taken up a web development project called LeadTym for an advertising agency to create a website for them

LeadTym is a website application that acts as a middleman between advertising agencies, publishers, and clients. This website is used as a one-stop application for the agencies to advertise the campaign, the publishers to design and carry out the campaign, and for the clients to pay for those campaigns. Clients who want to put up an ad campaign for a particular product would visit the website and look for their desired campaigns curated by the publishers and managed by the advertising agency. The agency will be able to design the campaigns on the website with the help of the publishers.

## 1.1 Problem statement:

The advertising industry is rapidly evolving, and businesses are struggling to keep up with the changing landscape. Many advertisers and publishers lack a centralized platform that can handle their advertising campaigns, leading to inefficiencies, errors, and missed opportunities.

Without a reliable and user-friendly advertising website, businesses may face the following challenges:

1. Lack of targeted advertising: Without a centralized platform to manage their campaigns, advertisers may struggle to target their ads to the right audience, resulting in poor performance and wasted ad spending.
2. Inefficient campaign management: Publishers and advertisers may have to spend a significant amount of time managing their campaigns manually, leading to errors, delays, and increased costs.
3. Inaccurate reporting: Without a reliable analytics system, advertisers may not be able to accurately track their campaigns' performance, leading to poor decision-making and missed opportunities.
4. Limited revenue streams: Publishers may struggle to monetize their website or app without a reliable platform to display ads, leading to limited revenue streams and missed opportunities.
5. Security concerns: Advertisers and publishers may face security threats and fraud, such as ad fraud or phishing attacks, without proper security measures in place.

## 1.2 Objective of the Project:

The objective of this project is as follows:

**Centralized management:** A website that can handle advertisers, publishers, and campaigns provides a centralized platform for managing all aspects of digital advertising, including campaign creation, targeting, bidding, and performance tracking.

**Targeted advertising:** Such a website allows advertisers to target their ads to specific audiences, based on demographics, interests, behavior, and other criteria, increasing the effectiveness of their campaigns.

**Monetization:** Publishers can use the website to monetize their website or app by displaying ads from advertisers, and generating revenue from clicks, impressions, or conversions.

**Automation:** The website can use automation to streamline the advertising process, reducing the time and resources needed to manage campaigns and increasing efficiency.

**Analytics:** The website can provide advertisers and publishers with detailed analytics and insights into the performance of their campaigns, allowing them to make data-driven decisions and optimize their advertising strategies.

### 1.3 Proposed System:

The proposed system deals with various modules that can handle the different functionalities and tasks of the advertisers, publishers, and campaigns created by the publishers. The system is divided into 3 Modules:

1. Admin Module: deals with managing the overall working of the advertisers, publishers, and campaigns and keeping track of each of the modules and analysing the performance, revenue, etc.
2. Advertisers Module; deals with the functionalities of the advertisers wanting to publish their ads and managing the response on the website.
3. Publishers Module: deals with the functionalities of publishers managing and creating ad campaigns for the advertisers

# CHAPTER 2

## LITERATURE SURVEY

### 2.1 Literature review:

- **" Optimization of Digital Advertising Campaigns through a Self-Service Advertising Website" by Thiago Cavalcante. (2020)**

This paper presents a self-service advertising website that optimizes digital advertising campaigns. While many advertisers control data and strategy for campaigns through demand-side platforms (DSPs), self-service approaches make this process even easier.

The self-service model offers more control over ad buys, allowing for constant optimization of campaigns.

By increasing transparency around spending and performance, brands and agencies can improve messaging and spend more strategically.

This process also streamlines internal workflows, strengthening campaigns immensely while reducing risk.

- **" Impact of Website Quality on Online Advertising Effectiveness: An Empirical Study" by Poonam Singh and Aditi Gupta. (2018)**

This paper explores the impact of website quality on online advertising effectiveness. Online Advertising is the form of promotion that uses Internet and World Wide Web to deliver marketing message to attract, retain and enhance the customers. A consumer can have idea and information of even a small business enterprise with respect to large business enterprises regarding products and services. Focus on different trends of online advertising also has been done which results with the fact that online ads has become a challenge for the print ads as various online applications, social site help to lead towards the data instantly than other advertisement media existing.

- **"Design and Implementation of a Self-Service Advertising Platform" by Lin Yi.**

This paper presents the design and implementation of a self-service advertising platform. Online traffic is through the roof right now, and it is crucial that your brand is visible online. Luckily, there are a variety of self-service digital platforms that offer you a broad range of advertising capabilities for minimal cost. However, making a choice on which platforms to invest some of your advertising budget may be a difficult task. That's why we created this guide with a brief overview of each self-service digital advertising platform and its capabilities so that you are better equipped to make informed decisions on which platforms are best suited for your business.

- **"The Effects of Ad Blockers on Online Advertising: A Systematic Review" by Daniel Fernández-Güell, Gemma García-Fernández, and Begoña García-Zapirain.**

This paper reviews the effects of ad blockers on online advertising. Online advertising developed in 1994 as a means of financing website content production, but a constantly decreasing number of ad impressions and a significant rise in ad blocker users have incurred the loss of 30% of total industry revenue in 2015. However, studies reveal that two-thirds of current ad blocker users would be willing to turn their blockers off should overall user experience be improved. As marketers continue debating whether the ad block revolution will finish online advertising, this paper presents an alternate viewpoint. It suggests that the rise of the ad block has been beneficial to the industry, because exposing the weaknesses of the current advertising model and the reasons for blocker popularization prompts the damaged model to change. It gathers best practices in advertising and recommendations for creating ads which do not need to be blocked

# CHAPTER 4

## METHODOLOGY

### 3.1 REQUIREMENT

#### **Hardware Used:**

Device: Any computing device having an internet connection.

#### **Software Used:**

**Visual Studio Code** – Visual Studio Code is a flexible platform for creating websites.

**Laravel PHP** - Laravel is a popular open-source PHP web application framework. It is known for its elegant syntax, modular structure, and powerful features that make it easy to build web applications quickly and efficiently.

**HTML5/CSS** – Html was used for creating the structure of the website and developing the front end and CSS was used for styling the web pages.

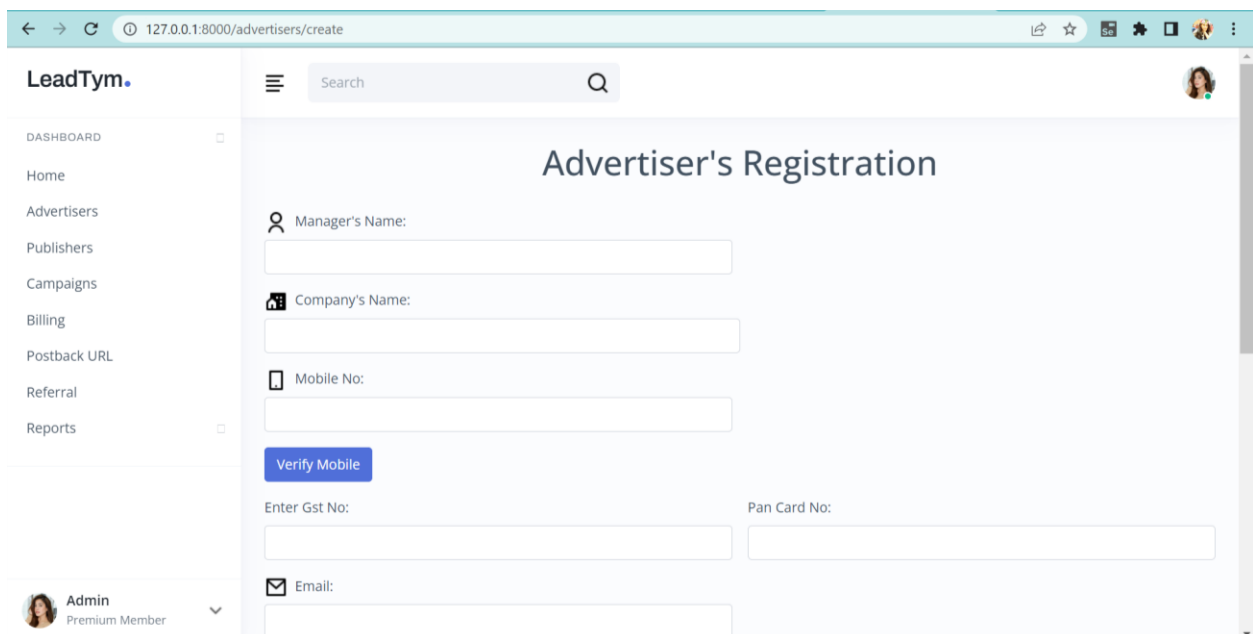
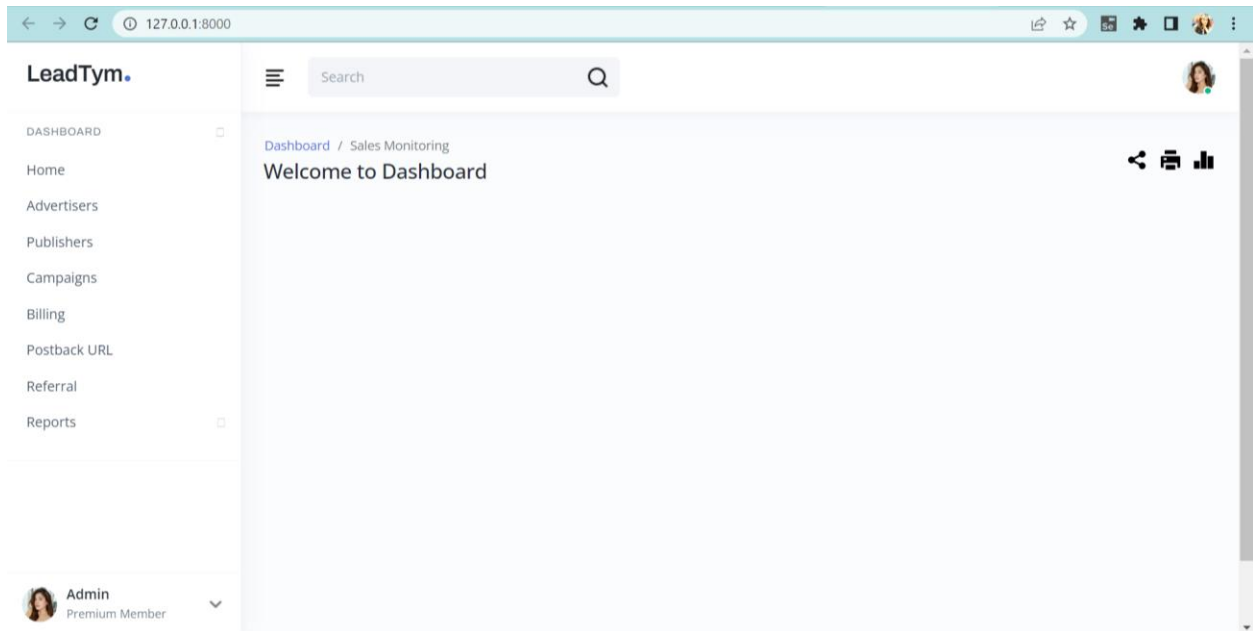
**PHPMyAdmin** – phpMyAdmin provides an easy-to-use interface for managing databases, tables, columns, indexes, relationships, and data.



### **3.2 METHODOLOGY:**

1. Login page: Sign up and Sign in page for different users
2. Managing Advertisers: a. List of advertisers b. Registration for advertisers
3. Managing Publishers: a. List of publishers b. Registration for publishers
4. Managing Campaigns: a. List of campaigns b. Create campaigns
5. Billing Module: Advertiser- List of amt added by the advertiser. , publisher- List of amt given to the publisher.
6. Postback URL: tracking URL that advertisers give to the publisher for tracking the engagement of the campaign Postback URL, type of user (advertise or publisher name), Status, Date
7. Report Generation: Displaying Reports about revenue generated, engagement on the website, etc.

### 3.3 Result



127.0.0.1:8000/advertisers/create

LeadTym.

Search

email:

Verify Email

Billing Address:

Apartment, studio, or floor

City

State

Choose...

Zip

☒ Same as Billing

Correspondence Address

1234 Main St

Payment Option:

☒ VISA Credit Card

☐ Debit Card

☐ UPI

☐ Cash

Admin

Premium Member

127.0.0.1:8000/publishers/create

LeadTym.

Search

Verify Email

Source of traffic:

Choose...

Billing Address:

Apartment, studio, or floor

City of

State

Choose...

Zip

☒ Same as Billing

Correspondence Address

1234 Main St

Payment Option:

☒ VISA Credit Card

☐ Debit Card

☐ UPI

☐ Cash

Admin

Premium Member

LeadTym.

DASHBOARD

Home

Advertisers

Publishers

Campaigns

Billing

Postback URL

Referral

Reports

Admin  
Premium Member

Search

Q

Add Campaigns

Offer Name:

Offer url:

Offer Start Date:

mm/dd/yyyy

Offer End Date:

mm/dd/yyyy

Offer Type:

Web

Publiser Payout:

Payout Details:

Caps:

LeadTym.

DASHBOARD

Home

Advertisers

Publishers

Campaigns

Billing

Postback URL

Referral

Reports

Admin  
Premium Member

Search

Q

Sr.No	Manager Name	Mobile	Email	Company Name	
1	Ashana	987654321	aashna9211@gmail.com	Botic Oceans	<a href="#">View</a>
2	xyz	987654321	aashna.chougale22@gmail.com	student	<a href="#">View</a>
3	serstt	887919715	portugaskudrat@gmail.com	wjhqiwd	<a href="#">View</a>
4	kudrat	987654321	portugaskudrat@gmail.com	FnP Tech	<a href="#">View</a>
5	Kulsum	987654367	aashna1234@outlook.com	Fable	<a href="#">View</a>

Showing 1 to 5 of 6 results

<

1

2

>





# CHAPTER 4

## CONCLUSION

In conclusion, an advertising website can provide a comprehensive platform for businesses in the advertising industry to manage and optimize their campaigns. The website can offer features such as campaign management, publisher management, ad creation and delivery, analytics and reporting, targeted advertising, and security measures to protect against fraud and security threats. By leveraging these features, businesses can improve their ROI, maximize revenue opportunities, and make data-driven decisions about their advertising strategies. Additionally, with the increasing importance of online advertising in today's digital landscape, an advertising website can provide a competitive advantage to businesses by allowing them to reach a wider audience and compete more effectively in the marketplace.

# FUTURE SCOPE

The future scope of an advertising website can vary depending on the specific needs of businesses and the advertising industry. However, in general, the scope of an advertising website typically includes:

1. **Campaign Management:** The website should allow advertisers to create, manage, and track their advertising campaigns, including setting budgets, targeting specific audiences, and choosing ad formats.
2. **Publisher Management:** The website should provide publishers with the tools to manage and monetize their ad inventory, including setting pricing, managing ad placements, and tracking revenue.
3. **Ad Creation and Delivery:** The website should allow advertisers to create and upload ads in various formats, including display ads, video ads, and native ads. The website should also provide the infrastructure to deliver these ads to relevant audiences.
4. **Analytics and Reporting:** The website should provide real-time analytics and report on the performance of advertising campaigns, including metrics such as impressions, clicks, conversions, and ROI. This information can help advertisers and publishers make data-driven decisions about their advertising strategies.
5. **Targeted Advertising:** The website should allow advertisers to target specific audiences based on demographics, interests, behavior, and other criteria, increasing the effectiveness of their campaigns.



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