RE-TARGETTING, BRANDING AND REFERRAL SYSTEM

Quote

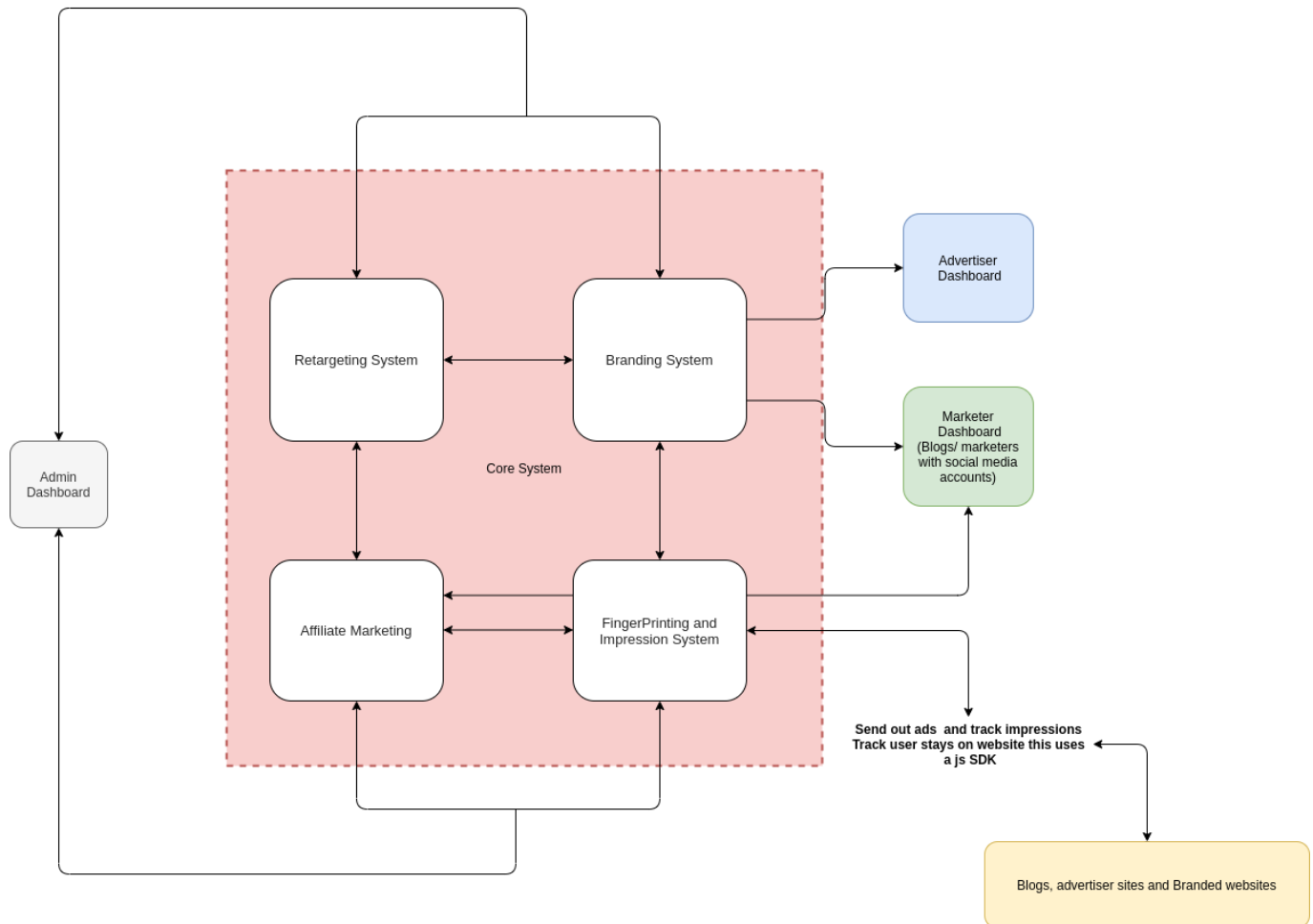| Module	Pricing
Re-targetting System	90, 000
Branding System	90, 000
Fingerprinting System	120,000
Impression System	40,000
Affiliate System	60,000
Dashboards	120,000
Totals	520,000

Users

- Administrators (Expertwriters etc)
- Advertiser (Blogs, Social Media Personalities, Affliate Marketing, Websites etc)
- Advertisee (Re-targetted clients, Prospective clients etc)
- Clients (Jumia, Glovo, Ebay etc)

Modules

- Re-targetting System
- Branding System
- Fingerprinting System
- Impression System
- Affiliate System
- Dashboard

Architecture

Admin Dashboard

Core System

Retargeting System

Branding System

Affiliate Marketing

FingerPrinting and Impression System

Advertiser Dashboard

Marketer Dashboard (Blogs/ marketers with social media accounts)

Send out ads and track impressions Track user stays on website this uses a js SDK

Blogs, advertiser sites and Branded websites

Re-targetting System

This is a system that manages the storing of data of an advertisee that is being re-targetted by the system. It has a dashboard, clients who want to be marketted registers into the system using the dashboard. The client states the parameters and constraints that need to be used in order to re-target the advertisees that were on their websites. Some of the paramters that the client states may include location, age, gender, time etc. The system also provides avenues for an advertiser to register into the system. The system generates JS script tags for both the advertiser and clients. For the clients, the script tag is put on the header tag of their websites. This script tags tracks the advertisee interactions on client website. The data is stored in the database with along with client's ID for identifying the advertisee to the client website. For the advertiser, the script tag is also put on the header tag of the advertiser's website. For advertisers that use social media platforms and affiliate marketing for advertising, the system generates them links that they can share with their socail media followers and references. The adds shown on the advertiser platforms are shown after tracking the advertisee previous interactions on the clients websites. The adds re-targetted to advertisee on advertiser blogs and websites. The adds are shown as per the constraints and parameters that clients stated when making the add in the system. After the stipulated time for an add being active, the system automatically removes the add. For advertisers on socail media and affiliate marketting platforms, when the add expires, the link to the add will redirect the advertisees to the admins websites rather taking them to the client website.

Branding System

This system aggregates the data whether positive or negative concerning a client on the internet. This is done by web scrapping social media sites and any site that has advertisee comments. The data is stored in

the database, the key words concerning negative and positive are searched from the data. These data is then displayed to clients in terms of how their brand is viewed by advertisees. The dashboard for these system will display the areas that a brand needs to improve in order to portray itself better to advertisees or if needs to continue advertising itself better. This system interlinks with the re-targetting system as advertisees in the re-targetting system that satisfy the client advertising criteria can be targetted with ads that help to change the advertisee perspective concerning the client or help in maintaining the advertisee picture concerning the client's products. The data gotten concerning the client will be displayed in graphs and charts.

Fingerprinting System

This system is the one tasked with distinguishing advertisees that visit a client or an advertisor blog or website. The system is tasked with tracking the device that advertisee is using, the pixel ratio, the color depth, the language, hardware concurrency, screen resolution, available screen resolution, timezone offset, cpu class, platform, webgl vendor and renderer, hasLiedLanguages, hasLiedResolution, hasLiedOs, hasLiedBrowser, touchSupport and customEntropyFunction. All these data is accessed on the advertisee browser on load of an advertiser or a client website. The data can't be changed when a user relaods the page or even if the advertisee changes to a different browser. The script tag that was generated in the re-targetting system will have the fingerprinting system embedded in it. For advertisers having websites and blogs that are coded in WordPress or need pluggins in order for the fingerprinting system to operate, the fingerprinting system will have pluggins created that will be installed by the advertisees on their websites or blogs. An NPM package will also be created for websites and blogs that need an NPM package to be installed for the fingerprinting system to operate on their websites. The fingerprint of an advertisee is unique from all other advertisees. This unique id is generated on the client side of the system and it is stored in the database of the fingerprinting and re-targetting system so that it can be used by the re-targetting system to re-target an advertisee when the advertisee visits an advertiser blog or website.

Impression System

This system is tasked with tracking the impressions i.e clicks, time an add has been seen, if an add has been seen etc, that an advertisee spent on a add in an advertiser website or blog. This is done on the frontend or client side of the system and the data is stored in the database. The system also tracks the number of clicks or the number of times that a client referral link has been accessed from a social media or affliate marketting advertiser. This data is used to track which advertiser has the highest traffic and also which products from a client are being viewed or clicked many times. The data can be used in the branding system by the client. The client can use the data to know which product needs to be marketted more due to the less traffic to the product. The data will also be used the affiliate marketing system so as to compute the total amount that needs to paid to the advertiser. The system will also tracked the number of times that a website or a blog is visited, this helps to know the which websites or blogs have high traffic hence they can be used to reach more advertisees compared to other advertisors platforms.

Affiliate Marketing

This system is tasked with tracking the amount that an advertiser needs to be paid in regards to number of clicks that emanated from the advertiser website, blog, referral link or social media platforms. For the advertiser with a website or blog, the number of clicks, time an add has been seen, if an add has been seen, the successful of a product from the advertiser platform by an advertisee and the number of advertisees that have seen an add. If a product wasn't successfully bought by an advertisee, the advertiser will only be

paid for the number of clicks, time an add has been seen, if an add has been seen and the number of advertisees that have seen an add. If the product was successfully bought, the advertiser will have acted as affiliate markerter hence will paid a commission for the successful purchase. For an advertiser with a social media account, the advertiser will be paid for the number of clicks from the ad, the successful purchase of a product by an advertisee and the time for the ad being active on the advertiser socail media account. If a purchase wasn't successful, the advertiser will only be paid for the number of clicks from the ad and the time for the ad being active on the advertiser socail media account. For an affiliate marketer, the system will generate for the marketer a referral link with a special promo code unique to the marketer. Any advertisee that uses the link, the affiliate marketer will be paid for a successful purchase and the number of clicks or referrals to the client website. A successful purchase from an affiliate marketer link will result in the referred advertisee also being sent a referral or affiliate link, this referred advertisee can also use this link to refer more advertisees to the client website. On a successful purchase from an referred advertisee link will result on the initial referrer advertisee getting a commission plus the referring advertisee getting a commission that's lesser than the initial referrer advertisee. This will result in a pyramid scheme of referring advertisees that each get a commission that's lesser than the subsequent referrer advertisee. For clients, they will need to integrate to the affiliate marketing system for all these to possible. For a successful purchase, the client's system will give an output of the promo code and the amount paid to the affiliate marketing system to signal a successful purchase on the client website. The affiliate marketing system will then send a referral link to the client system for the client system to send to the advertisee in an email notifying the advertisee that the advertisee can become an affilate marketer for the client system and earn a commission for any purchase on the client system by a referred advertisee using the affiliate referral link. The amount used to purchase on a client system will used by the affiliate system in calculating the commission that the advertisee needs to get if the purchase was from an affiliate referral link.

Dashboard

Sub-Modules

- Administrator Dashboard
- Client Dashboard
- Advertiser Dashboard

Administrator Dashboard

This will be the main dashboard that manages the whole RE-TARGETTING, BRANDING AND REFERRAL SYSTEM. The admin will have administrative priviledges superseding all other roles in the system. The dashboard will list down all the clients, advertisers and advertisees in the system. The dashboard will have the capabilities of removing, creating, updating and retriving the details of clients, advertisers and advertisees. The dashboard will show all the features of the client and advertiser dashboard but with administrator priviledges. It will show graphs and charts for the branding system so as to give insights on how a client needs to brand itself. It will also show the advertisers will the highest traffic in terms of impressions and clicks. It will also show the payments that need to be paid to the advertisers and advertisees. It will also show the payments that have been paid by clients in order for them to re-target advertisees or payments made by clients who want to know how their brand is perceived by advertisees. It will also show all the ads that are being advertised or are to be advertised by the system. It will also the reach of an advertiser in regards to advertising. It will also the constraints that a client put in place in regards to how the client's ad needs to be advertised. Some of these constraints include location, time for

an ad being active etc. It will also list the number of referral links still active and the ones that are being used frequently by advertisees.

Client Dashboard

This dashboard will give the capabilities of a client registering into the system, stating the ad, uploading a video or a file for an ad, giving the constraints of the ad i.e location, the duration for the ad being active, stating if the ad is premium, standard etc, seeing the impressions of the client's ad in terms of number of clicks, time spent on the ad, the location the ad was viewed most, payments made by the client to the administrator, insights on how to brand their brand i.e the insights will be in form of graphs, charts and how the brand is perceived by advertisees. The client will have the capability of terminating an add or enlongating the duration by the ad needs to be viewed by the advertisees. This dashboard will also be concerned with the generation of the script tag that needs to embedded on the client system header tag so as to help in the re-targetting of advertisees.

Advertiser Dashboard

This dashboard will be accessed by the affiliate marketers, social media marketers and bloggers or advertisers with websites. For an affiliate marketer, the dashboard will give the advertiser the capability of registering stating as an affiliate marketer, the system will generate for the advertiser a affiliate or referral link that the advertiser can share with advertisees. The dashboard will also enable the advertiser track the number of clicks of the referral link and the successful purchase from the referral link. It will also list to the advertiser the commission the advertiser is entitled to be paid by the system for a successful purchase on a client system. It will also show the advertiser the number of advertisees have used the referral link. The dashboard will also provide a checkout button that the advertiser can choose to paid either if it's paypal, braintree or MPESA. For an advertiser with a blog or a website, the dashboard will give the advertiser the capability of registering stating the blog or website the advertiser has. The dashboard will generate for the advertiser a script tag that the advertiser can embed on the header tag of the advertiser blog or website. For advertisers with WordPress or NODE dependant blogs or websites, the dashboard will generate for the advertiser a WordPress pluggin or NPM command to install the necessary packages needed for the system to operate. The dashboard will also enable the advertiser track the number of clicks from the blog or website and the successful purchase from the website or blog. It will also list to the advertiser the commission the advertiser is entitled to be paid by the system for a successful purchase on a client system. The dashboard will show the advertiser the commission the advertiser is entitled to be paid from the number of clicks from the website or blog, the impressions from an ad and the successful purchase by an advertisee on a client system from the advertiser website or blog.The dashboard will also provide a checkout button that the advertiser can choose to paid either if it's paypal, braintree or MPESA. For an advertiser with a social media account, the dashboard will give the advertiser the capability of registering stating the social media accounts the advertiser has. The dashboard will generate for the advertiser a referral link that the advertiser will paste on the advertiser social media accounts. The dashboard will also enable the advertiser track the number of clicks from the social media accounts and the successful purchase from the social media account. It will also list to the advertiser the commission the advertiser is entitled to be paid by the system for a successful purchase on a client system. The dashboard will show the advertiser the commission the advertiser is entitled to be paid from the number of clicks from the social media accounts and the successful purchase by an advertisee on a client system from the advertiser social media accounts.The dashboard will also provide a checkout button that the advertiser can choose to paid either if it's paypal, braintree or MPESA.