



Brandguard

Ensuring Accurate, Compliant Ad Displays & Brand Positioning

Team Members:

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Objective

The objective of the Ad Tracking Application is to provide a comprehensive solution for monitoring and analyzing online advertisements. The application aims to offer a set of robust features to enable efficient tracking and validation of digital advertisements.





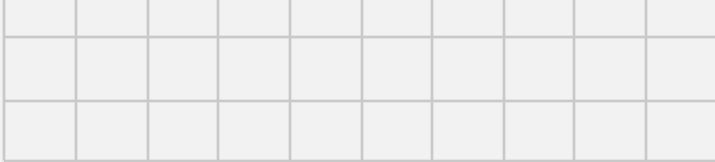
Understanding The Challenge

- Importance of correct ad display on various websites.
- Challenges in monitoring ad compliance.
- Difficulty in manually monitoring multiple platforms.
- Need for an automated, reliable solution.
- Risk of non-compliance with advertising agreements.
- Impact of incorrect ad displays on brand reputation and ROI.



Secured Ad Monitoring Application

- Automated tracking of advertisements.
- User-friendly interface.
- Customizable tracking parameters.
- Real-time monitoring capabilities.





Easy Setup and Customization

- Process of ad registration.
 - Campaign Name, Contract Duration, Tracking Interval, Web Page URL, Ad Image.
- Ability to track multiple ads and campaigns simultaneously.
- User-friendly dashboard for monitoring.



Solution

Approach 1 – Screenshot

- Automated screenshots of webpages.
- Image comparison.
- Use of high-resolution screenshots for precise comparison.
- Frequency of screenshots based on user preference.

Approach 2 – Scraping

- Scrape all images from the webpage.
- Image comparison with the ad image.
- Inclusive of slider and dynamic content.
- Detect all types of images.
- Capability to handle dynamic and interactive web content.



Reliable Monitoring & Detailed Reporting

- Automated monitoring at set intervals.
- Comprehensive reports for each tracking method.
- Historical data analysis for long-term tracking.



Advantages for Business

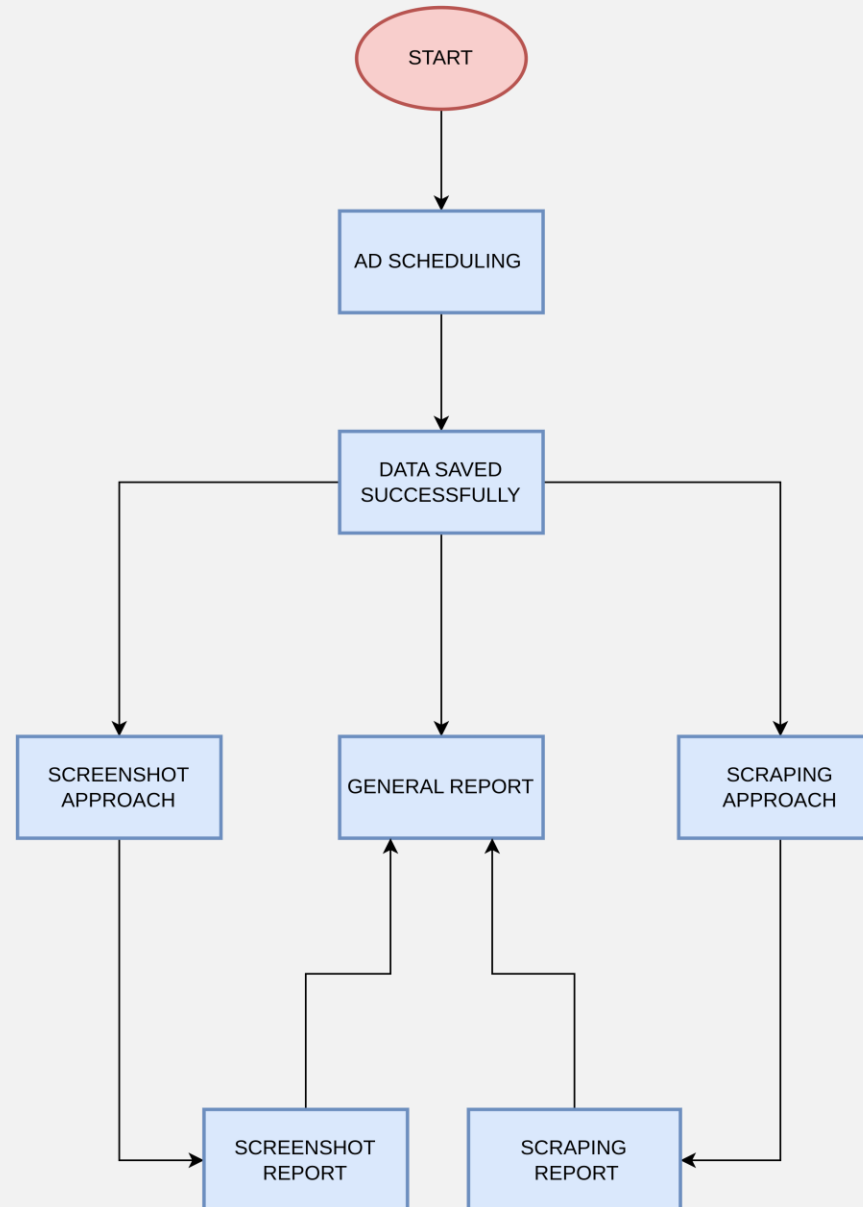
- Ensures ad compliance and correct placement.
- Saves time and resources in ad monitoring.
- Provides data-driven insights for marketing strategies.
- Competitive edge through technology-driven monitoring.



Future Work

- Secure Login/SignUp Mechanism
- Multi-Device Compatibility
- Notification System for Contract Expiry
- User Experience with New Tab Screenshot Viewing
- Reporting with Screenshot Position Display

Flow Diagram






Activities Google Chrome Feb 7 9:13 PM

Brandguard x +

localhost:3000/Schedule-Information/Register Guest



Navigation

- Dashboard
- Schedule Information

Reports

- Reporting

AD Scheduling

Campaign Name *
Naheed

Select Date Range

Start Date
2024-02-07 21:12:40

End Date
2024-02-10 21:12:00

Interval Time *
5

Website *
https://www.naheed.pk/

Choose File | L_Oreal_Gl...nner_2.webp

Save





Screen: General Report



Activities

Google Chrome

Feb 7 9:11 PM

Brandguard

localhost:3000/Scraping-Report

Guest

BrandGuard

Navigation

Dashboard

Schedule Information

Reporting

Reports

Select Campaign

Campaign Id	Campaign Name	Start Date	End Date	Websites	Found Status Screenshot	Found Status Scraping	Action
2	Naheed	2024-02-06 15:10:29	2024-02-10 15:10:00	https://www.naheed.pk/	100	100	View Details
3	Vegas	2024-02-06 15:11:12	2024-02-09 15:11:00	https://www.vegas.pk/	0	63.66666666666666	View Details
1	Cozmetica	2024-02-06 15:09:23	2024-02-07 15:09:00	https://cozmetica.pk/	94.9367088607595	94.9367088607595	View Details



Screen: Screenshot Report



Activities

Google Chrome

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Brandguard

localhost:3000/details/2

Guest

BrandGuard

Navigation

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Schedule Information

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Details Page for Campaign 2

Screenshot Details

Scraping Details

Screenshot Details

Campaign ID: 2

Website URL: https://www.naheed.pk/

Campaign Name: Naheed

Capture Date Time	File Path	Found Status
2024-02-06 15:16:31	/home/shahzaibkhan/work/Project-Brandguard/Backend/brandguard_app/app/utills/screenshots/www.naheed.pk - 20240206151612/screenshot_20240206151617.png	yes
2024-02-06 15:21:31	/home/shahzaibkhan/work/Project-Brandguard/Backend/brandguard_app/app/utills/screenshots/www.naheed.pk - 20240206152112/screenshot_20240206152117.png	yes
2024-02-06 15:26:31	/home/shahzaibkhan/work/Project-Brandguard/Backend/brandguard_app/app/utills/screenshots/www.naheed.pk - 20240206152612/screenshot_20240206152618.png	yes
2024-02-06 15:31:31	/home/shahzaibkhan/work/Project-Brandguard/Backend/brandguard_app/app/utills/screenshots/www.naheed.pk - 20240206153112/screenshot_20240206153118.png	yes
2024-02-06 15:36:30	/home/shahzaibkhan/work/Project-Brandguard/Backend/brandguard_app/app/utills/screenshots/www.naheed.pk - 20240206153612/screenshot_20240206153617.png	yes
2024-02-06 15:41:36	/home/shahzaibkhan/work/Project-Brandguard/Backend/brandguard_app/app/utills/screenshots/www.naheed.pk - 20240206154113/screenshot_20240206154122.png	yes
2024-02-07 14:10:25	/home/shahzaibkhan/work/Project-Brandguard/Backend/brandguard_app/app/utills/screenshots/www.naheed.pk - 20240207140845/screenshot_20240207140900.png	yes
2024-02-07 14:15:08	/home/shahzaibkhan/work/Project-Brandguard/Backend/brandguard_app/app/utills/screenshots/www.naheed.pk - 20240207141328/screenshot_20240207141343.png	yes
2024-02-07 14:20:12	/home/shahzaibkhan/work/Project-Brandguard/Backend/brandguard_app/app/utills/screenshots/www.naheed.pk - 20240207141828/screenshot_20240207141848.png	yes
2024-02-07 14:25:12	/home/shahzaibkhan/work/Project-Brandguard/Backend/brandguard_app/app/utills/screenshots/www.naheed.pk - 20240207142328/screenshot_20240207142347.png	yes
2024-02-07 14:30:07	/home/shahzaibkhan/work/Project-Brandguard/Backend/brandguard_app/app/utills/screenshots/www.naheed.pk - 20240207142828/screenshot_20240207142843.png	yes





Screen: Scraping Report



Activities

Google Chrome

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100 %

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localhost:3000/details/2

Guest

Navigation

Dashboard

Schedule Information

Reporting

Reports

Details Page for Campaign 2

Screenshot Details

Scraping Details

Scraping Details

Campaign ID: 2

Website URL: https://www.naheed.pk/

Campaign Name: Naheed

Capture Date Time	Found Status
2024-02-06 15:16:42	yes
2024-02-06 15:21:42	yes
2024-02-06 15:26:42	yes
2024-02-06 15:31:42	yes
2024-02-06 15:36:42	yes
2024-02-06 15:41:52	yes
2024-02-07 14:09:23	yes
2024-02-07 14:14:09	yes
2024-02-07 14:19:15	yes
2024-02-07 14:24:12	yes
2024-02-07 14:29:09	yes

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