

BRANDGUARD

Ensuring Accurate & Compliant Ad Displays

By

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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.

INTRODUCTION:

In the fast-changing world of online ads, showing ads correctly on different websites is super important. It's hard to make sure ads are shown correctly everywhere.

Meet Brandguard – a special app for tracking ads that solves these problems. This introduction talks about why we need an automatic solution, mentions the risks of ads not being shown right, and points out how tough it is to check many platforms manually. Brandguard wants to change how we track ads, giving a trustworthy platform to boost brand reputation and get the most out of ads.

PURPOSE:

Brandguard is here to make checking online ads easy for you. Our goal is to help you effortlessly keep an eye on your ads across different websites, all within specific timeframes.

The purpose is straightforward – Brandguard simplifies ad tracking, making sure ads are present on the website and following the rules. It saves you time and resources by automatically keeping an eye on things, providing useful insights for smart marketing strategies. With its tech-savvy approach, Brandguard brings transparency and trust to ad management, giving advertisers a handy tool to strategically place and remove ads, making the most impact in online campaigns.

PRODUCT PERSPECTIVE:

Brandguard is a robust ad tracking platform designed for effortless management and monitoring of online advertisements. This innovative platform empowers clients to track their ads on various websites within specified start and expiration dates.

Clients initiate the process by registering their ad with essential details such as campaign name, start date, end date, website URL, template image and they can customize tracking intervals to suit their preferences.

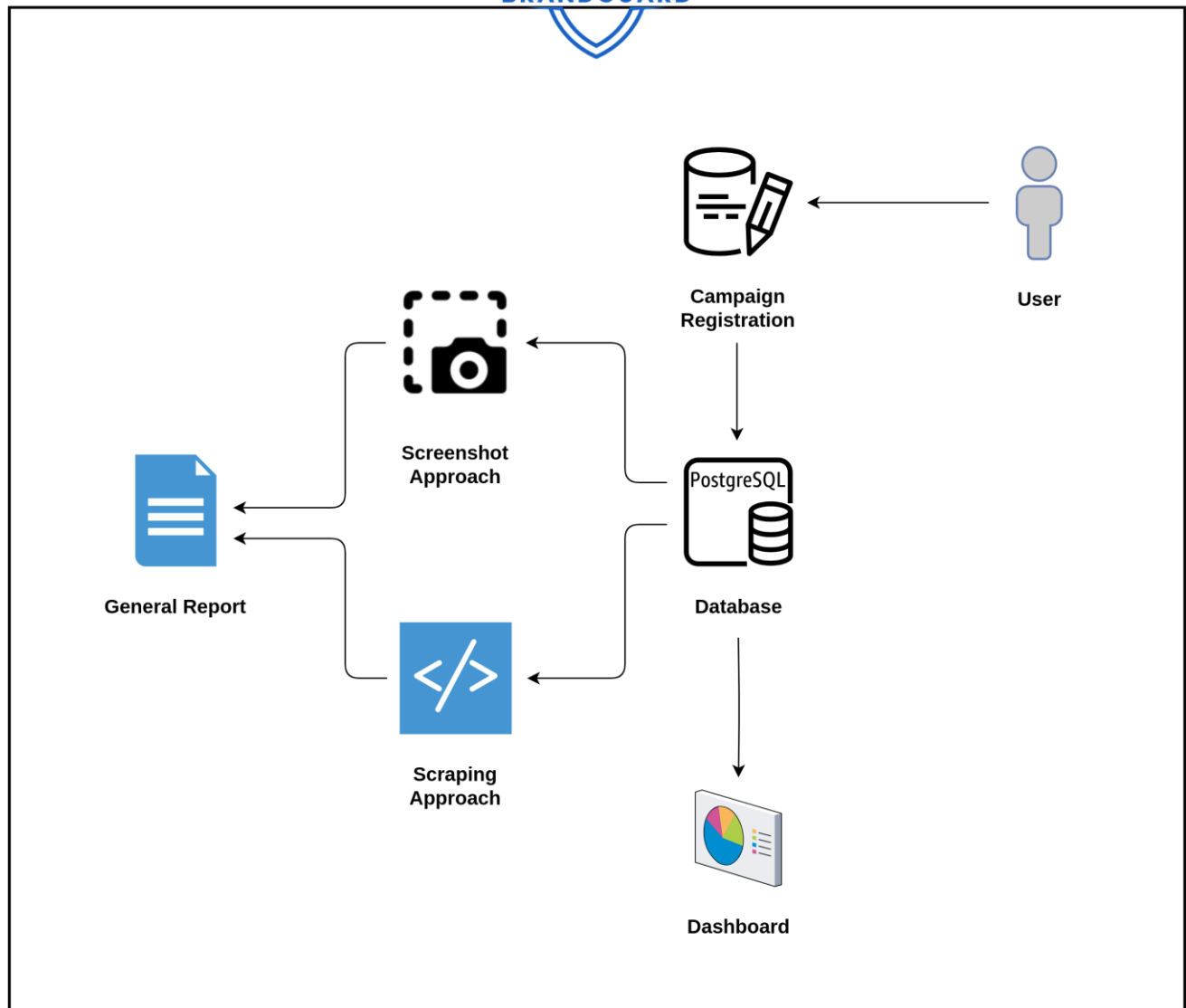
After successfully saving data, clients can access the reporting tab to view all campaigns. A 'Filter' button in the left corner allows users to select specific campaigns and view their respective reports. In reporting tab, all campaigns are displayed with essential detail such as Campaign ID, Campaign Name, Start Date, End Date, Websites, Found Status for both screenshot and scraping (with values of 0 or 100), and an Action column featuring a 'View Details' button.

Upon clicking 'View Details' for a specific campaign, a dedicated details page opens, offering two distinct buttons: 'Screenshot Details' and 'Scraping Details'. In the Screenshot Details section, users can access capture date-time, file paths, and found status (yes or no).

Simultaneously, the Scraping Details section provides capture date-time and found status details. The dashboard feature enhances user experience, offering insights into total campaigns, active campaigns and graphical representations of each campaign.

Brandguard ensures users have a comprehensive and user-friendly interface for efficient ad tracking and management, allowing them to delve into specific campaign details with ease.

SYSTEM DESIGN:



PRODUCT FUNCTIONALITIES:

- **Ad Registration:**

Users can initiate the process by registering their ads with essential details like campaign name, start date, end date, website URL, and template image.

- **Customized Tracking Intervals:**

Brandguard allows users to customize tracking intervals based on their preferences, ensuring flexibility in monitoring Ad performance.

- **Data Saving:**

After providing the necessary details, users can successfully save their data, securing the information for future tracking and analysis.

- **Reporting Tab:**

The reporting tab provides users with an overview of all campaigns, displaying campaign ID, name, start date, end date, websites, and found status for both screenshot and scraping (with values of 0 or 100).

- **Filtering Campaigns:**

A 'Filter' button allows users to select specific campaigns, streamlining the view to focus on individual reports within the reporting tab.

- **Campaign Details View:**

Clicking 'View Details' for a specific campaign opens a dedicated details page, offering insights into the selected campaign's performance.

- **Screenshot Details:**

Users can access detailed information in the Screenshot Details section, including capture date-time, file paths, and found status (yes or no).

- **Scraping Details:**

The Scraping Details section provides capture date-time and found status details, offering a comprehensive view of ad performance through scraping.

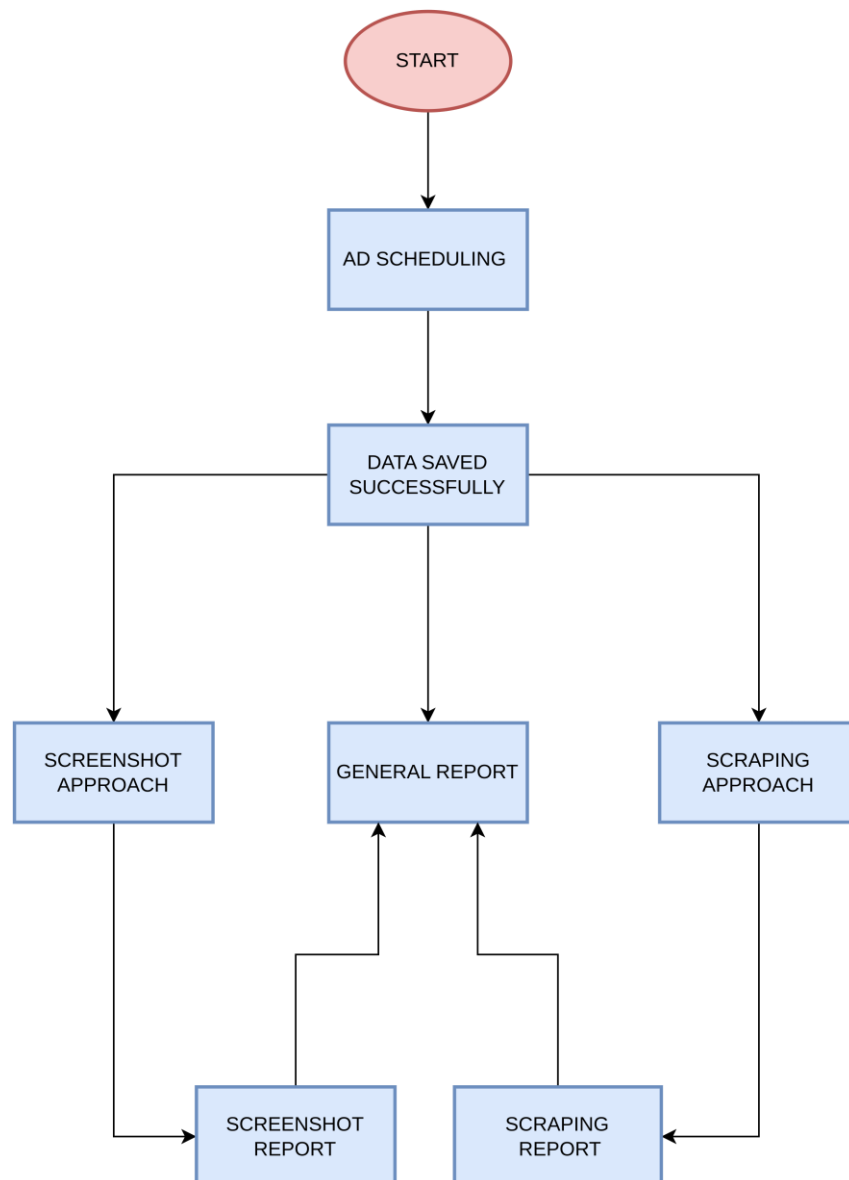
- **Dashboard Insights:**

Brandguard's dashboard feature enhances user experience, providing insights into total campaigns, active campaigns, and graphical representations of each campaign.

- **User-Friendly Interface:**

The platform ensures a comprehensive and user-friendly interface for efficient ad tracking and management, allowing users to navigate through specific campaign details seamlessly.

FLOWCHART:



FUTURE IMPLEMENTATION:

The future scope of Brandguard application is likely to include a range of new and improved features:

- **Login/Signup Mechanism:**

Establish a secure and user-friendly login/signup process to authenticate users and manage their accounts effectively across platforms.

- **Notification System for Contract Expiry:**

Implement a notification system to alert users of impending contract expirations, providing timely reminders and facilitating contract management and renewal processes.

- **Multi-Device Compatibility:**

Ensure seamless access and functionality across various devices, including desktops, laptops, tablets, and smartphones, optimizing the user experience regardless of the device used.

- **User Experience with New Tab Screenshot Viewing:**

Enhance user experience by enabling convenient viewing of screenshots in new tabs, allowing users to navigate between multiple screenshots effortlessly for better analysis and comparison.

- **Reporting with Screenshot Position Display:**

Generate comprehensive reports with screenshot position display, offering insights into ad placements and performance metrics to aid decision-making and optimization strategies.

- **Terminated Ad Tracking Post Designated Duration:**

Track and monitor terminated ads even after their designated duration, enabling analysis of their long-term impact and informing future advertising strategies and campaign planning.