AD-connect

Creating an effective billboard listing app involves several features that cater to both advertisers and users looking for billboard advertising opportunities. Here's a list of essential features for an advertising billboard listing app.

* My app will have 3 portals.

1) Advertisers

2)Users or buyers

3)Admin

**Advertisers:**

1. User Registration and Profile Management: Allow advertisers to create accounts, set up profiles, and manage their contact information.

2. Billboard Listing: Enable advertisers to create listings for their available billboards. Include details like location, size, type (digital or traditional), availability dates, and pricing.

3. Image Upload: Allow advertisers to upload images or mock-ups of their billboard designs, helping potential clients visualize their advertisements.

4. Current location: Implement GPS functionality to help advertisers pinpoint the exact location of their billboards on a map.

5. Pricing and Payment Processing: Enable advertisers to set pricing, payment schedules, and accepted payment methods. Incorporate a secure payment gateway for transactions.

6. Availability Calendar: Display a calendar that indicates when billboards are available for advertising, making it easier for advertisers to plan campaigns.

7. Communication: Provide a messaging system or contact information exchange between advertisers and potential clients.

8. Analytics and Reports: Offer analytics on the performance of their billboard advertisements, such as views, click-through rates, and engagement metrics.

9. Notifications: Send notifications to advertisers regarding inquiries, booking requests, and other relevant updates.

10. Reviews and Ratings: Allow users to rate and review advertisers and their billboards, fostering transparency and trust.

**For Users (Ad Buyers):**

1. User Registration and Profile: Enable users to create accounts, set preferences, and manage their contact information.

2. Search and Filters: Implement robust search and filtering options, including location, size, type, and availability dates, to help users find suitable billboards.

3. Interactive Map: Integrate an interactive map that displays available billboards in the desired location, making it easy to browse options visually.

4. Billboard Details: Provide comprehensive information on each billboard, including images, location details, pricing, and availability dates.

5. Booking and Reservation: Allow users to request bookings and reservations directly through the app. Include a booking calendar to schedule campaigns.

6. Payment Integration: Integrate secure payment processing for users to pay for billboard advertising space.

7. Messaging System: Enable users to communicate with advertisers to discuss campaign details and negotiate terms.

8. Favorites and Wishlists: Allow users to save their favorite billboards or create wishlists for future campaigns.

9.Reviews and Ratings: Let users rate and review billboards and advertisers to help others make informed decisions.

**Admin:**

Admin Panel: Create a robust admin panel to manage user accounts, listings, reviews, and resolve disputes.

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