Our website is http://digitalprobes.com/UnderTest/

All pages are ( .php ) but you can rename it to ( .html ) and it will work as it don’t have php code.

Our website deliver a service for any company to see the and know the ads campaigns

and make them see full detailed report about this campaign as ( number of ads - websites of ads - cost of campaign for a specific period )

the reports will be something like that http://188.40.33.67/sample\_data/ but will be customized more than this

and user will able to see this report for his competitors and export to excel or PDF

We have 3 plans for users:

1 ) Demo account to see user the report view and functionalities in our website

2 ) Start : User will choose only one competitor from our companies list

3 ) Basic : User Will choose 3 competitors and can customize reports as remove columns

4 ) Pro : User will choose 20 competitors , can customize reports , will receive alerts as emails by any competitor's ads added to our database and also can add manager account to his account to make him see reports also

We will need admin area to manage subscribers, and their subscribed plans and their payments. also user accounts, after their subcrib.

\*\*those are the main functions but any other logic functions will be done also I need to full develop the website I write only the main concept to make you the service we deliver

\*\*I want final cost and time for the two options As I must deliver today 3 offers to my manager to choose the best one

Some Questions with answers:

1. Do we need to use the exact design as we can find at http://digitalprobes.com/UnderTest/ ? or need to build a new design as well??

2. As you mentioned that user can select the competitor and based on see some stats...So assuming competitor name and it's relavent advertise stats going to be added from admin cms by you? or is there any other process to enter these stats?

3. Plan for the users are duration based like monthly as shown at http://digitalprobes.com/UnderTest/services.php ?

4. As you mentioned for PRO package then user can customized the reports, so we assuming it only allowed to hide some colums only...other then that there will be no customization?

5. Which payment gateway you wanted to be added to accept payment for plans?

6. Also in CMS - Do you need facility to manage other page content as well like News and Reports, Clients etc..?

7. To exporting the report into PDF we suggested to use the API i.e. http://pdfcrowd.com/..So you need to purchase the API..Please confirm! Please share your comments over the above point to review and guide further!

Answers ---- >>>>

1) the exact design and if you have touches to make it greater, you can do

2) User will choose his competitors from a drop-down list and he can change one of them once time each month

3 ) Yes monthly and he can upgrade the plan anytime by paying the difference price

4 ) You can suggest how he can customize the reports for me I suggest only

5) PayPal , you can suggest others for me

6 ) Sure, admin should can manage anything and also add other admin users or users by some permissions

7) Give me total price and I can not pay monthly for API to export PDF..You must get me free export PDF and Excel

This is an example to show you how the data in this link http://188.40.33.67/sample\_data/ is collected and what should we add after collect this data to generate cost report:

Example :

See Pepsi post ads in Youm7.com

OK?

Our application refresh Youm7.com continuously 24/7 hours

and store that pepsi ads appear 1000 times into 10000 refreshment

OK?

now Pepsi has 10% of impressions on Youm7.com

we will add actual impressions for Youm7.com ( for example : 1 million impressions per month )

So the actual impressions for pepsi in Youm7.com is 10% \* 1 million = 100000

we will add the 1000 impression cost on youm7.com ( For example : 2$ )

So the cost of campaign for pepsi in youm7.com = ( 100000/1000 \* 2$ ) = 200$

Got it ?