

EXSB FOR ATTRACTIVE ADS

Arwa Tawila, Amnah fuad, Fatima Alshahat, Halima Alhusini, Raghad Alhashmi

Supervised By: Dr. DeafAllah Alsadie

Information Systems Department, Umm Al-Qura University, 2021

Abstract

The concept of advertising became an important issue in the marketing world. advertising simply means definition of a specific product or brand to attract people's attention and introduce them to the available services and features. Recently, the need for marketing has increased due to the abundance of products and competition from companies. marketing has become tied to technology significantly.

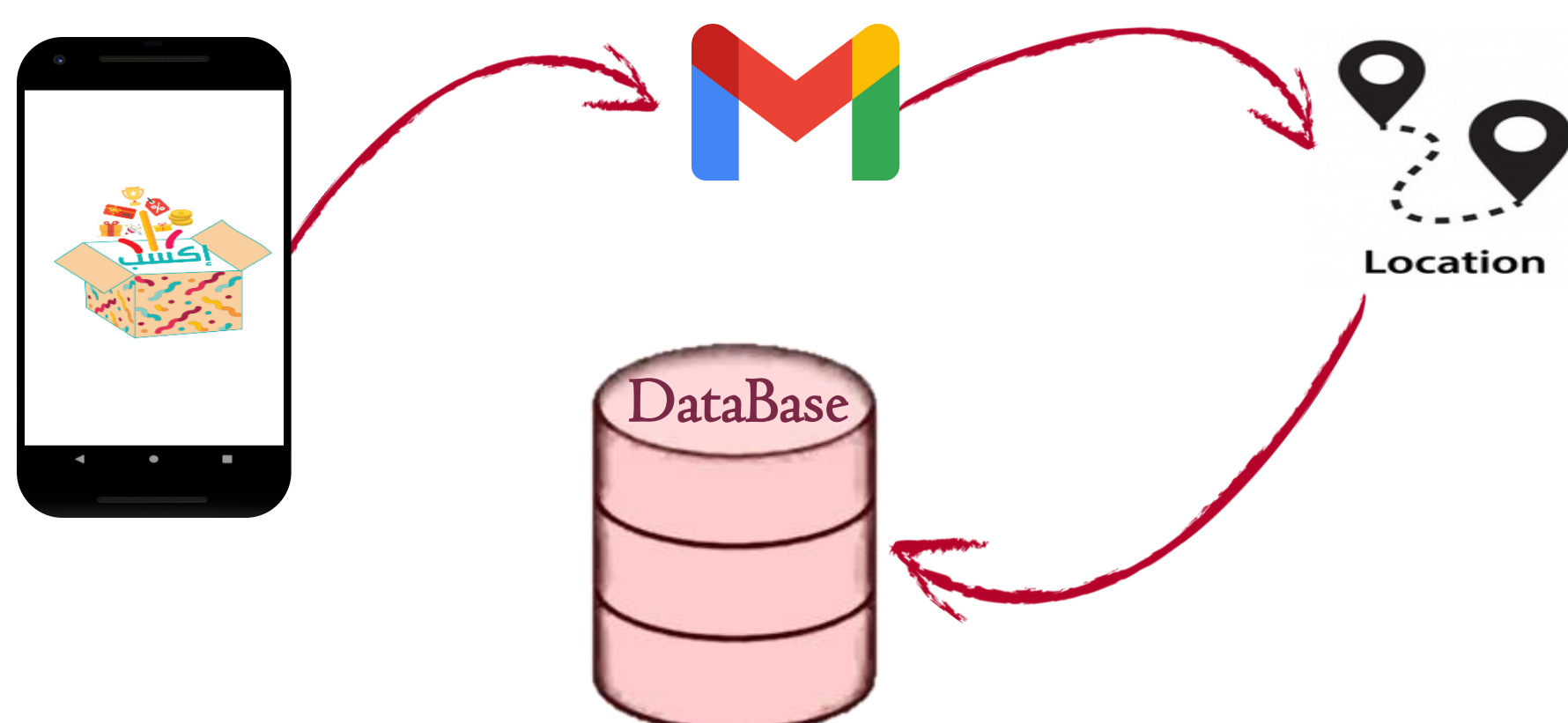
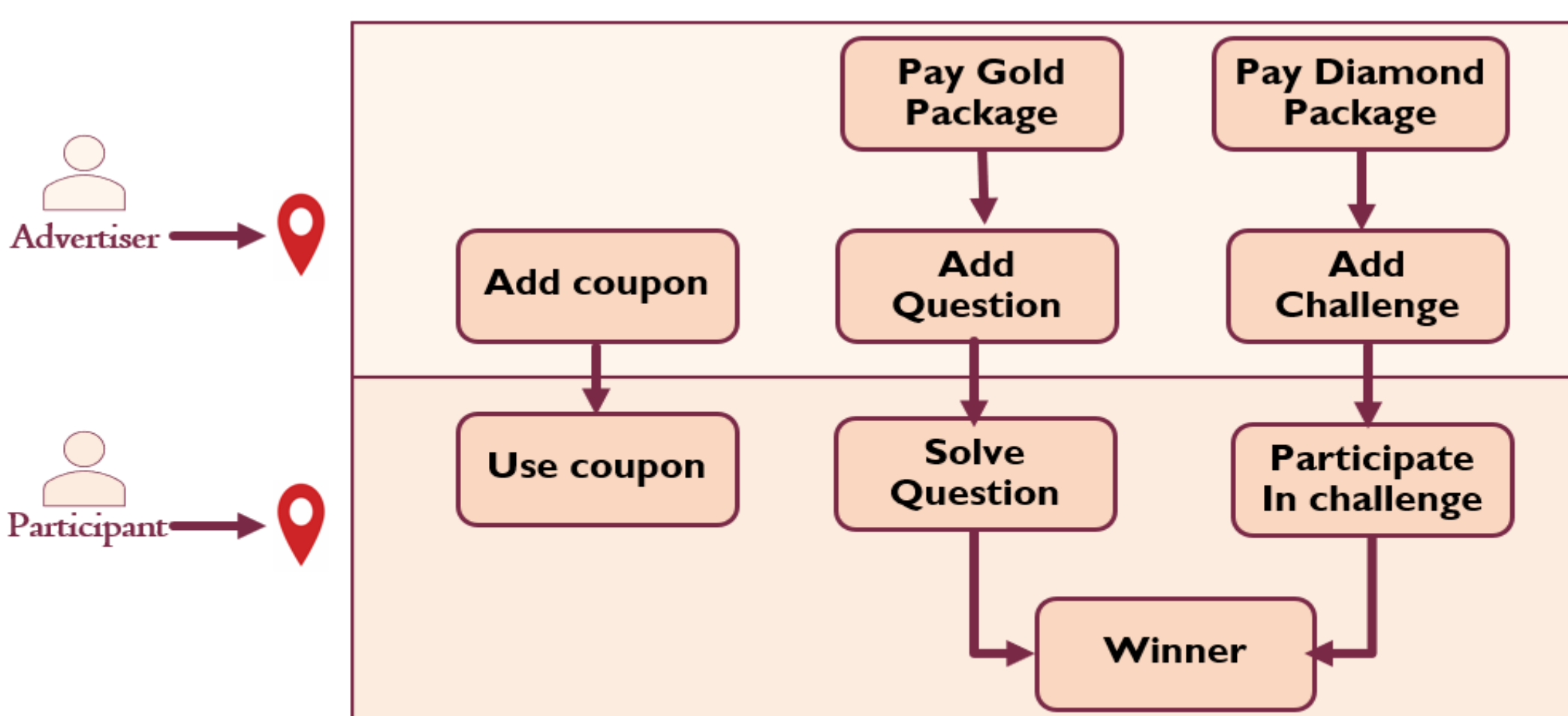
our application is to link marketing with entertainment to appear attractively and provides ads at an affordable price.

The advertiser can add a discount coupon for free in the application, and the coupons are shown to the participants according to the location closest to them. Advertisers can subscribe to the Gold package and add interactive questions with the advertisement. Advertisers can subscribe to the Diamond Package to add challenges with the advertisement.

Aims and Objectives

- Help shops in advertising and marketing fields.
- Enabling sponsors to post their ads in an attractive way and cheaper than the market price.
- Offer discounts to participants and opportunity of winning.
- Advertisements can reach to a huge number of participants whom in the neighbors where the advertisements in
- Increasing participants knowledge in an interesting way.

The Proposed System



Systems that the application interacts with

Comparison Criteria

Comparison Criteria	Exsb	Alkhabr	Alkhabr	Alkhabr	Alkhabr	Alkhabr	Alkhabr	Alkhabr	Alkhabr	Alkhabr
Challenges , Questions And Coupons Appear To Participant According To His Actual Location										✓
Offer Discount Coupons	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Advertisement By Insert Questions And Challenges										✓
Merge Ads With Entertainment										✓
Winning In Challenges And Questions										✓
Participate In Challenges And Answer Questions										✓
Supports Advertising For Online Stores			✓	✓	✓	✓	✓	✓	✓	✓
Select Store To Show Available Discounts For Its Products		✓	✓	✓			✓	✓	✓	
Categories Product Coupons		✓	✓	✓	✓	✓	✓	✓	✓	

Result

- The advertisement has become more developed.
- Focus on the same area.
- Provide an opportunity to advertise at an affordable price.
- Integrate entertainment with advertising.

Tools



Conclusion

we address the need for advertisements that has recently increased due to the availability of the goods and competition from companies. Since marketing has become dramatically linked to technology, the concepts of our application is to link ads with entertainment to seem attractive. In addition, offering and advertisements with an affordable price to solve the high advertisements cost by influencers.

An electronic copy of the document

For more details

