



**PRESENTS**



**VIT CODE APEX**



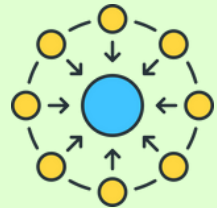
# CODE VERSE HACKATHON 2025



- **Problem Statement Title – Manual Dashboard Distribution (PS10)**
- **Team Name – Code Gunners**
- **Team Members – Dev Bhangale, Akshat Gandhi, Partha Bodke,  
Anvay Mohagaonkar**

# IDEA TITLE - AdSurf

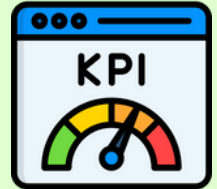
## AdSurf - Features (Detailed Explanation of the Solution):



A **Centralized Web Platform** that automates workflows between Google Ads data, reporting, and finance operations.



**Google Ads API Integration** to automatically fetch campaign, ad group, and ad-level data.



**Real-time KPIs dashboards** for users and clients to monitor KPIs (Key Performance Indicators)



**Invoice Manager** for seamless commission tracking and invoice generation.



**Historical tracking** of spend & commission trends for better decision-making.



**Automated alerts** for overdue invoices and pending payments.

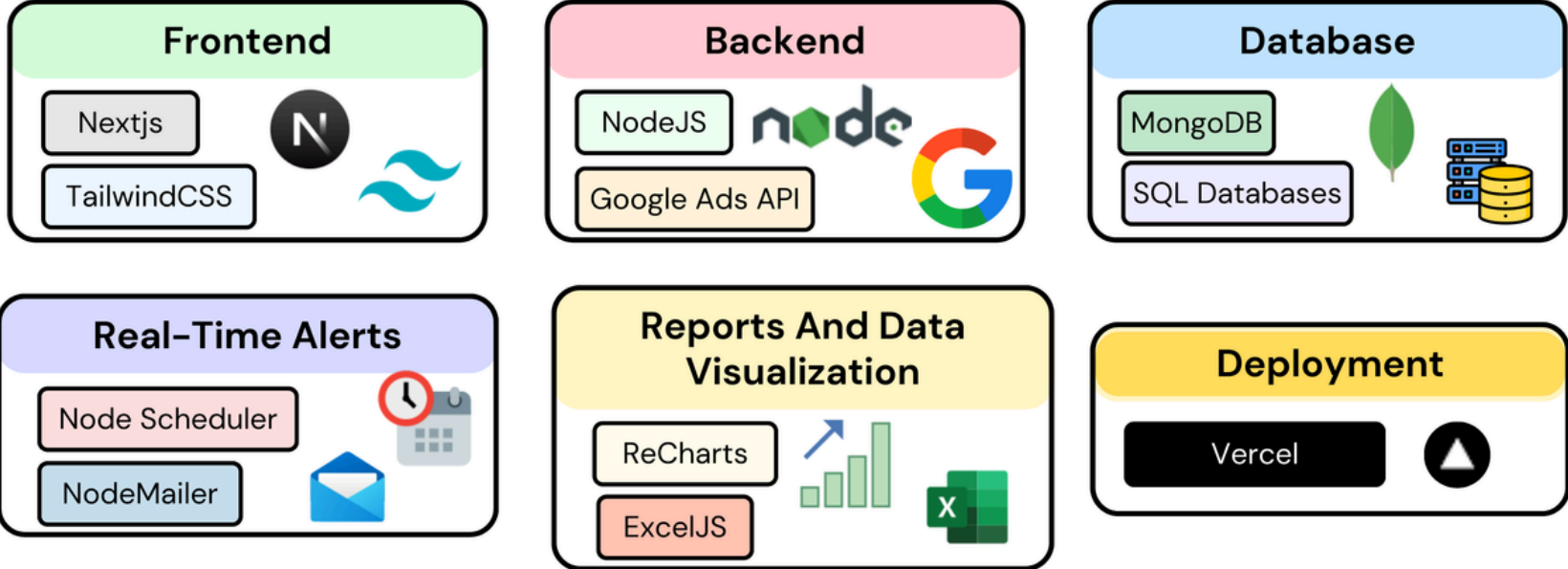
## How It Addresses The Problem:

- 1 **Removes manual effort:** Eliminates repetitive Excel exports and consolidations.
- 2 **Automates finance tracking:** Streamlines commission calculations and reconciliations.
- 3 **Real-time insights:** Provides live dashboards instead of static emailed reports.
- 4 **Error reduction:** Reduces inconsistencies and delays caused by manual workflows.

## Innovation & Uniqueness:

- 1 **Unified platform** combining campaign performance, invoicing, and reporting in one place.
- 2 **Customizable commission tracking** at a campaign level.
- 3 **Automated notifications** for overdue payments and low-performing campaigns.
- 4 **Scalable solution** designed for agencies managing multiple clients.

# TECHNICAL APPROACH



## Methodology:

**Create Marketing & Finance UI:** Build role-based dashboards for campaign management and financial tracking.

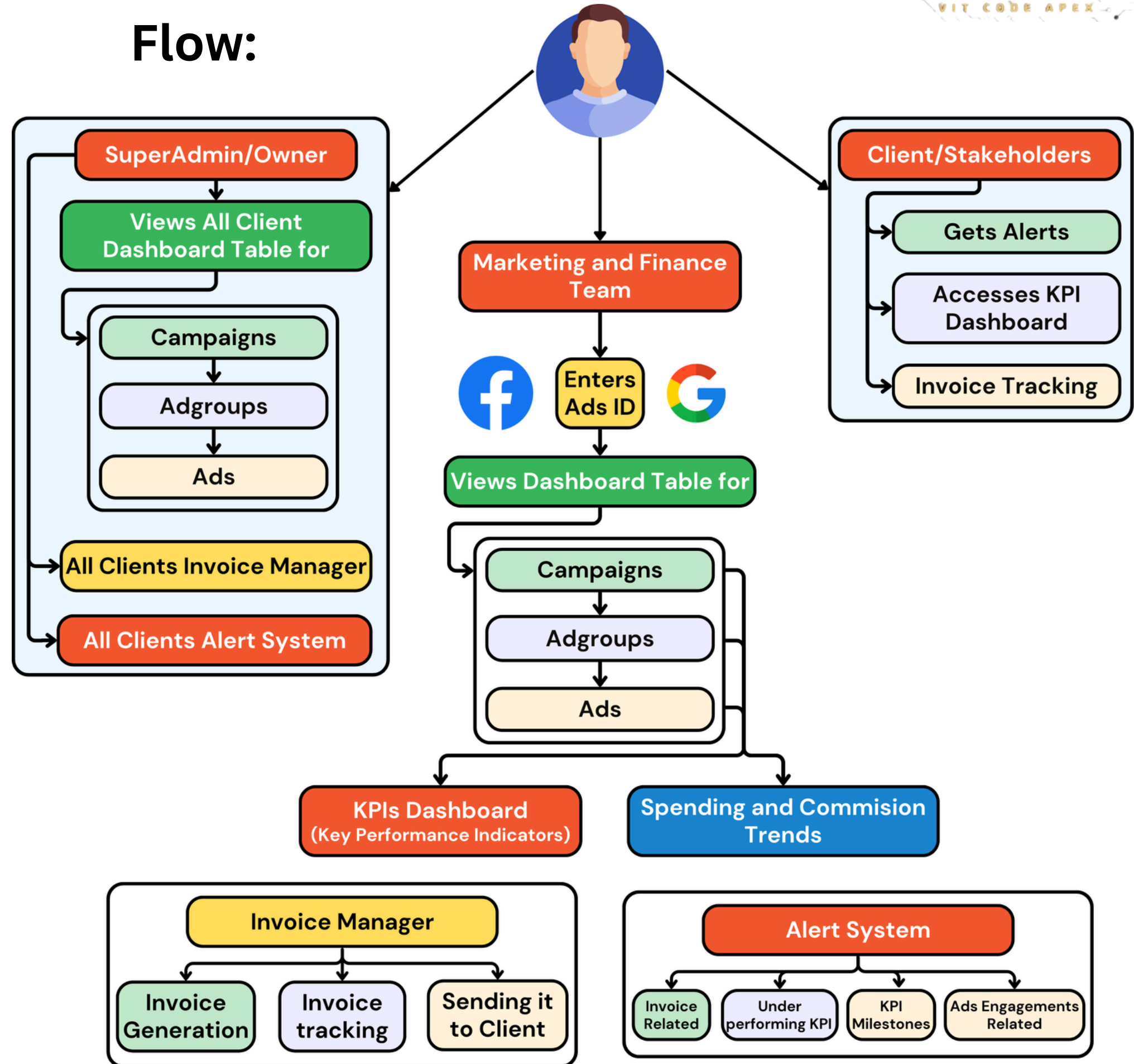
**Integrate Google Ads API:** Automate fetching campaign, ad group, and ad-level data.

**Develop Invoice Manager:** Link invoices to campaigns with commission tracking and payment status.

**Implement Alerts System:** Send notifications for overdue invoices, low budgets, and performance drops.

**Build Client Dashboards:** Provide clients real-time campaign insights and historical reports.

## Flow:



# Feasibility and Viability

| Features                                | Supermetrics | Datorama | AdSurf |
|---|--------------|----------|--------|
| Integrates Ads data                     | ✓            | ✓        | ✓      |
| Spend Tracking & Commission Calculation | ✗            | ✗        | ✓      |
| Invoice & Commission Reconciliation     | ✗            | ◆        | ✓      |
| Unified KPIs Dashboard                  | ✗            | ✓        | ✓      |



## Technical Feasibility:

- Google Ads API integration and automation are well-supported and achievable.
- Scalable tech stack using Next.js, Node.js, and MongoDB ensures smooth performance.



## Operational Feasibility:

- Simplifies workflows for marketing, finance, and clients on a single platform



## Financial Feasibility:

- Reduces manual labor costs and reporting overhead, delivering long-term savings.

## Strategies to Overcome Challenges



**API Challenges:** Implement data caching and efficient API request batching.



**Scalability:** Use cloud services, load balancing, and database optimization.



**Data Accuracy:** Build automated validation and reconciliation checks.



**Security:** Encrypt data, apply role-based access, and follow compliance standards (e.g., GDPR).



# IMPACT AND BENEFITS

## Potential Impact of the Solution:



**Eliminates manual workflows** of ~20 hrs/week/team to **less than 3 hrs/week** by fully **automating campaign data**.



Enhances **client transparency** and trust through **self-service dashboards**.



**Financial settlement** delays of **2-3 weeks** reduced to **within 2-3 days** => **Cash flow accelerated** by **80%**.



**Speeds up decision-making** with instant insights and alerts. **Real-time dashboards**: **70% faster reporting cycle**



**Reduces errors** and inconsistencies caused by manual reporting from **10-15%** in **invoice generation** and **commission tracking** to **less than 2%** => **90%+ error reduction**



## Benefits of the Solution

### Time Savings

No more repetitive data exports, consolidations, or manual reconciliations.



### Scalable for Growth

Designed to handle multiple clients and campaigns seamlessly.

### Accuracy & Standardization

Reliable, error-free reporting and invoicing.



### Proactive Management

Alerts prevent missed payments, budget overruns, and performance drops.

### Increased Efficiency

Single platform for marketing, finance, and client reporting.