

# Start-to-finish (**Popup + Banner Ad Network**) brief

\*COMPLETE AD NETWORK BRIEF (POPUP + BANNER)

## Project Overview

Type: Popup + Banner Ad Network

Target Users: Publishers (website owners) & Advertisers

Revenue Model: CPM + CPC

Admin Share: 20%

Publisher Share: 80%

Traffic Type: Mixed (Tier1/Tier2/Tier3)

Goal: Monetize publishers' traffic and provide advertisers ROI

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## 1. User Roles

### 1.Admin

- Full control over network
- Manage publishers & advertisers
- Set CPM/CPC rates
- Monitor earnings & fraud

### 2.Publisher

- Register website
- Place ads (banner/popup)
- Track earnings & stats
- Withdraw funds

### 3.Advertise

- Register & deposit balance
- Create campaigns

- Target audience (country/device)
- Track campaign stats

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## **2. Publisher Panel Features**

- Signup / Login / Forgot Password
- Profile management
- Add / verify website (manual or automatic)
- Create ad units (popup/banner)
- Track impressions, clicks, CTR, revenue
- Withdraw earnings ( **Manually Options Add** )
- Minimum payout settings
- Referral program tracking
- Notification system
- Payment history
- Ad unit code copy / embed

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## **3. Advertiser Panel Features**

- Signup / Login / Forgot Password
- Profile & payment info
- Campaign creation:
- Ad type: Banner / Popup / Popunder
- Targeting: country, device, OS, browser
- CPC / CPM / Budget / Duration
- Track campaign stats: impressions, clicks, CTR, CPC, CPM, revenue
- Deposit funds (**PayPal Auto, Coinpayment Auto , Faucetpay Auto , Manually Option Add** )
- Transaction & invoice history
- Pause / resume / stop campaigns
- Campaign approval (manual/auto)

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## **4. Admin Panel Features**

- Dashboard / Overview
- Total publishers & advertisers
- Total impressions / clicks / revenue

- Admin profit & publisher payouts
- Active campaigns
- Pending withdrawals
- Real-time stats (CTR, CPC, CPM, fill rate)
- Publisher Management
- Approve/reject publishers & websites
- View publisher stats
- Edit / suspend / block publisher
- Referral tracking
- Tier / premium publisher management
- Advertiser Management
- Approve / reject advertisers
- Campaign approval & monitoring
- Set targeting rules
- View campaign stats
- Transaction / billing / invoice management
- Ad Unit & Ad Server Management
- Create/manage ad units: banner/popup/native/push
- Assign ad units to publishers
- Ad rotation & frequency control
- Geo & device targeting
- Anti-adblock integration
- Fraud detection (IP/VPN/proxy/click spamming)
- Expiration / schedule ads
- Payment & Finance
- Publisher withdrawal requests
- Admin revenue tracking
- Set minimum payout
- Automatic payout system
- Payment history & export (CSV/PDF/Excel)
- Multiple payment gateways: (PayPal Auto, Coinpayment Auto , Faucetpay Auto , Manually Option Add)
- Analytics & Reporting
- Revenue reports (daily/weekly/monthly)
- Publisher performance
- Advertiser campaign stats
- CTR, CPC, CPM graphs
- Traffic sources (geo & device)
- Top campaigns & top publishers
- System & Settings

- Global CPM / CPC rate management
- Admin % / Publisher % management
- Minimum payout control
- Referral / affiliate program settings
- Email / notifications management
- Fraud filter settings (click limits, IP bans)
- User Management
- Admin / Sub-admin roles & permissions
- Activity logs
- Security monitoring
- Two-factor authentication (optional)
- Content & CMS
- Announcements / notifications
- Email templates
- Ticket system (support)
- Terms & Privacy Policy management

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## **5. Ad Server Features**

- Ultra-fast ad serving
- Real-time impression & click tracking
- Rotation logic (random / weighted)
- Geo-targeting & device targeting
- Anti-Adblock & script protection
- Fraud detection & filter bots
- Multiple ad formats support
- Auto-adjust CPM / CPC per ad unit
- Reporting API (for dashboard)

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## **6. Revenue & Earnings System**

- Publisher Earnings: 80% (fixed)
- Admin Profit: 20%
- CPM / CPC calculation formula integrated
- Auto-calculation of earnings

- Daily / monthly summary
  - Withdrawable balance
  - Referral earnings calculation
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## **7. Fraud Prevention**

- Detect proxy/VPN traffic
  - Bot click detection
  - Auto-block suspicious activity
  - Limit clicks per IP / per minute
  - Hide expired ad units
  - Track fake impressions
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## **8. Payment Gateways**

- Publishers & Advertisers Support:
- PayPal Auto
- Coinpayment Auto
- Bank SWIFT
- Faucetpay Auto
- Stripe / Wise (optional)
- Features:
- Minimum payout configuration
- Net-7 / Net-15 / Net-30 cycles
- Auto-payout & manual approval option

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## **9. Optional / Advanced Features**

- Multi-language support
- Multi-currency support
- Push notifications / native ads support
- API for 3rd-party integrations
- Bulk campaign upload

- Scheduled reporting
  - Referral / affiliate dashboard
  - Real-time alerts for admin (fraud, thresholds)
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## **11. Design & UI Guidelines**

- Clean & modern dashboard
  - Mobile-friendly / responsive
  - Charts & graphs for stats
  - Easy navigation for publishers & advertisers
  - Clear buttons for payouts, ad creation, campaigns
  - Notifications & alerts integrated
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☒ His brief is complete — it covers everything from frontend, backend, dashboards, ad server, payment systems, fraud prevention, analytics, publishers, advertisers, admin, revenue logic, and future scalability.