

# **ONLINE ADVERTISING MANAGEMENT SYSTEM**

**TEAM NO : 2025  
SDP : 37**



# TEAM MEMBERS

❑ 2200033155-I.Havalya

❑ 2200090006-Md.Rahena

❑ 2200090038-Syed.Muntaz

VENUE: Learnathon

# AGENDA

- Introduction online advertising management system
- Features of an online advertising management system
- Benefits of using an online advertising management system
- Feedback received from students
- Modules of project
- Conclusion

# INTRODUCTION

An online advertising management system is a comprehensive digital platform that enables businesses and advertisers to efficiently plan, create, execute, monitor, and optimize their online advertising campaigns across various digital channels. This system aims to streamline the complex process of online advertising, making it easier for advertisers to reach their target audience and achieve their marketing goals.



# **FEATURES OF AN ONLINE ADVERTISING MANAGEMENT SYS TEM**

# FEATURES

- An effective online advertising management system encompasses a range of features designed to streamline the entire process of planning, executing, monitoring, and optimizing online ad campaigns. Here are some key features that are commonly found in such systems:

## 1. Campaign Planning and Strategy:

1. Objective Setting: Define campaign goals, such as brand awareness, lead generation, sales, etc.



1. Target Audience: Identify and segment the desired audience based on demographics, interests, behaviors, and other criteria.

2. Budget Allocation: Set budgets for individual campaigns, ad groups, or platforms.

## 1. Ad Creation and Design:

1. Ad Templates: Provide pre-designed templates to simplify ad creation.

2. Ad Formats: Support various ad formats, including text, image, video, interactive, and more.

3. Creative Tools: Offer tools to design and customize ad visuals and copy.



# THE BENEFITS OF USING AN ONLINE ADVERTISING MANAGEMENT SYSTEM:

8

1. Efficiency and Time Savings
2. Centralized Campaign Management
3. Enhanced Targeting
4. Data-Driven Insights
5. Optimization and Flexibility
6. A/B Testing for Improvement
7. Cost Control and Budget Management
8. Real-Time Performance Tracking
9. Campaign Transparency
10. Effective Team Collaboration
11. Scalability for Growing Needs
12. Integration with Marketing Tools
13. Agile Launches and Updates
14. Compliance and Policy Adherence









# **MODULES OF OUR PROJECT:**

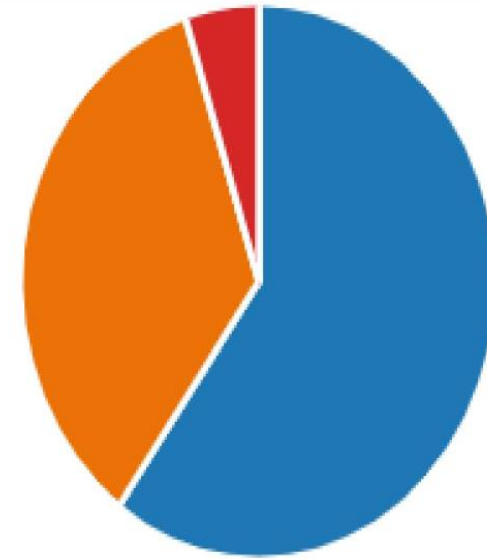
- 1.Campaign Planning**
- 2.Ad Creation and Design**
- 3.Targeting and Placement**
- 4.Budget and Bidding**
- 5.Ad Scheduling**
- 6.Performance Tracking**
- 7.A/B Testing**
- 8.Optimization**
- 9.Reporting and Analytics**
- 10.Collaboration and User Access**
- 11.Integration with Platforms**
- 12.Compliance and Policy Management**

# FEEDBACK RECEIVED FROM STUDENTS

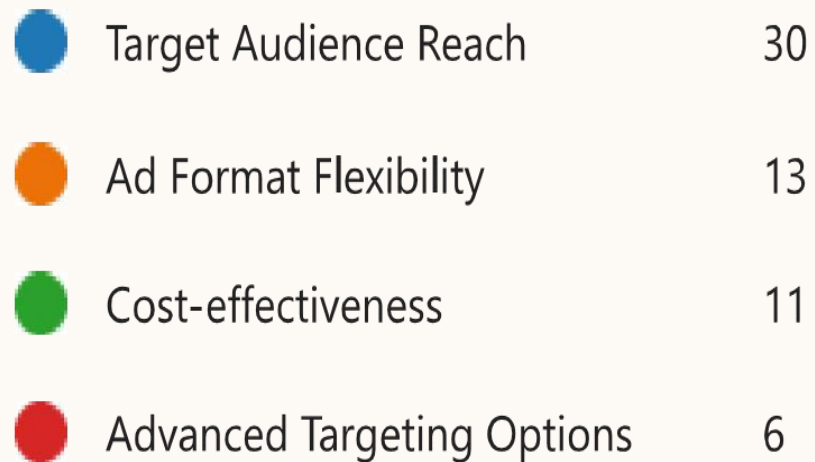
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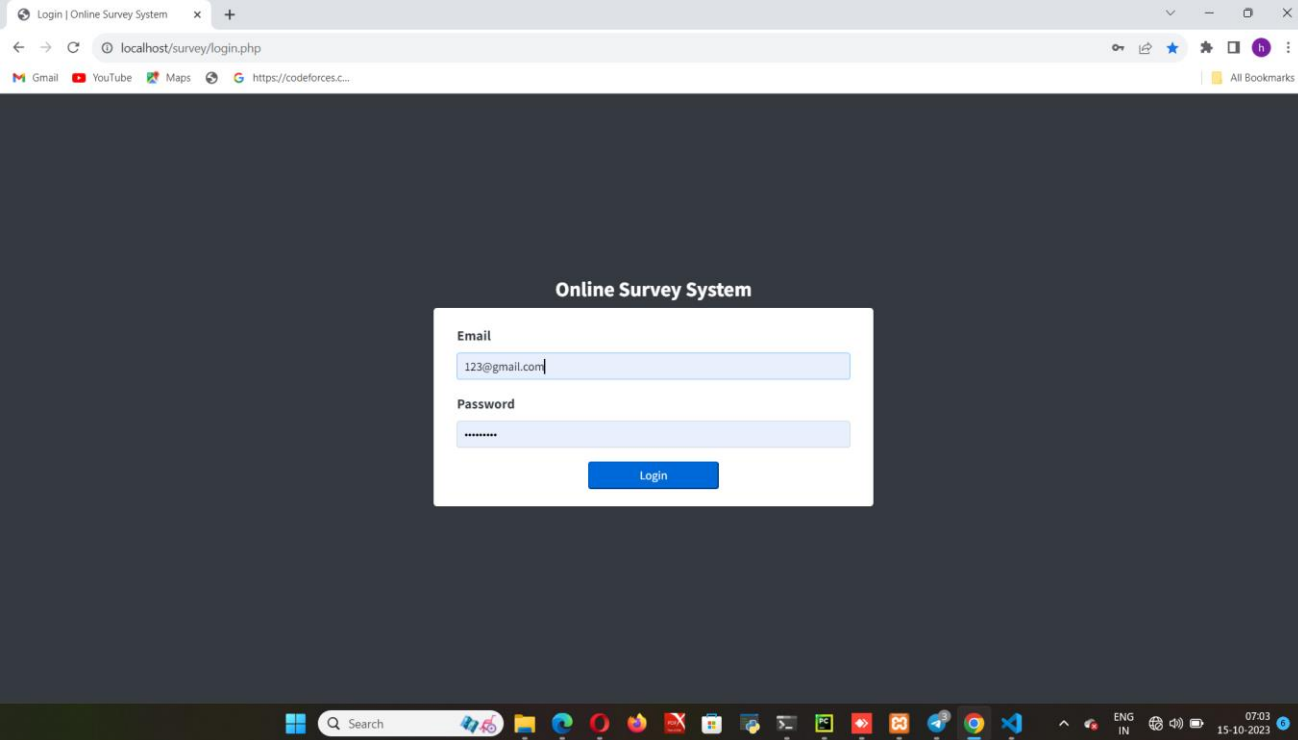
3. Which online advertising apps do you currently use for your campaigns?

	Google Ads	36
	Instagram Ads	21
	Twitter Ads	0
	Snapchat Ads	3

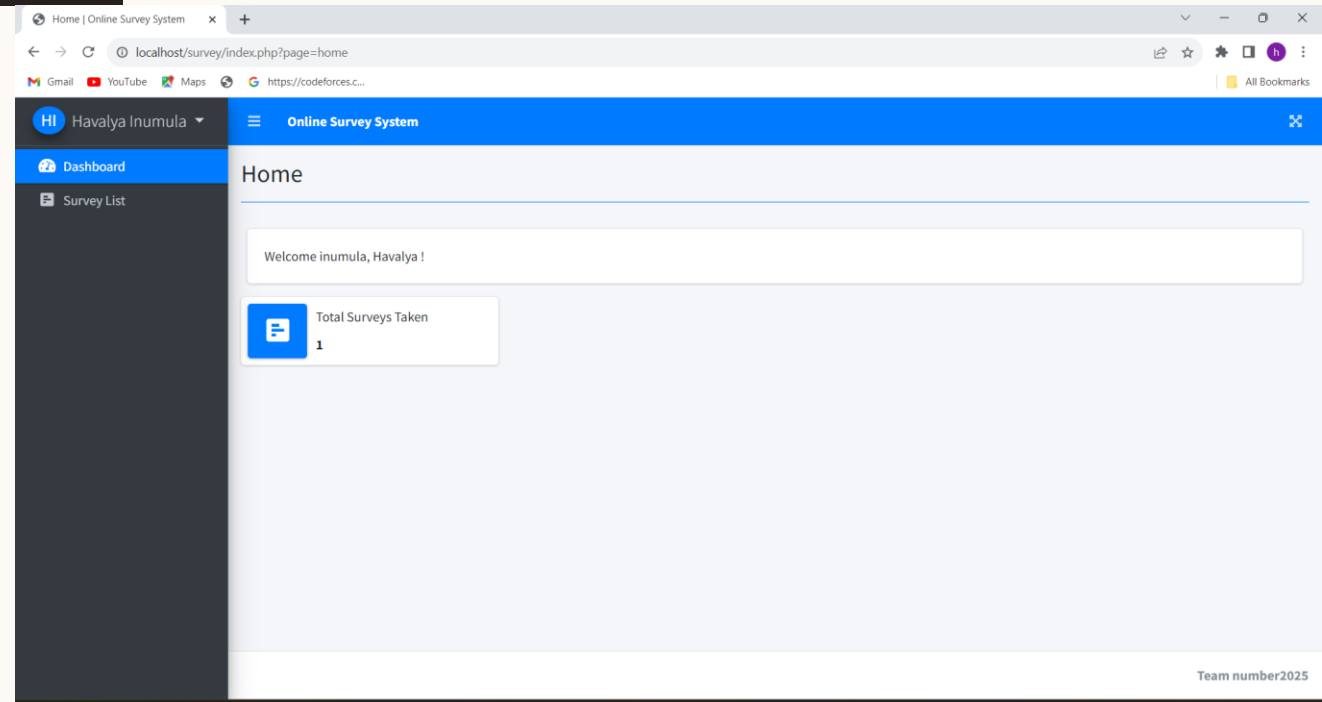


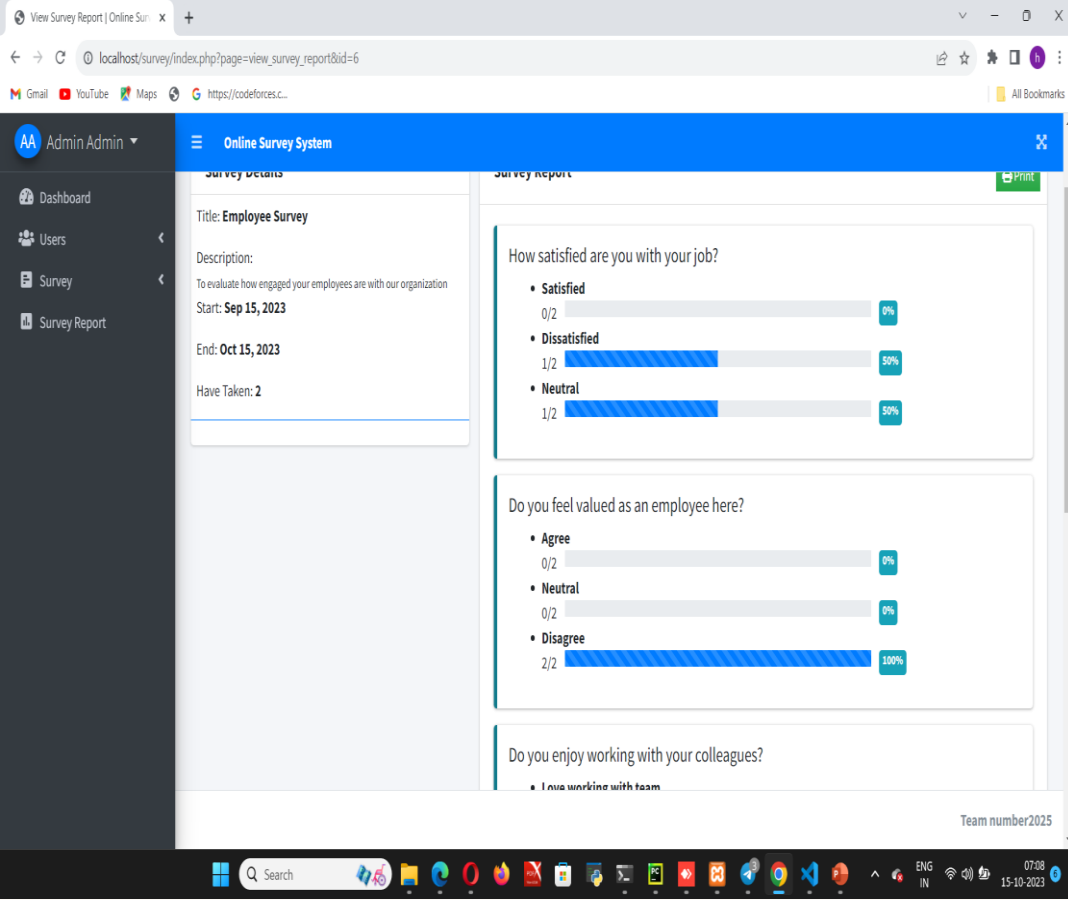
#### 4. What factors influence your choice of online advertising apps for your campaigns?



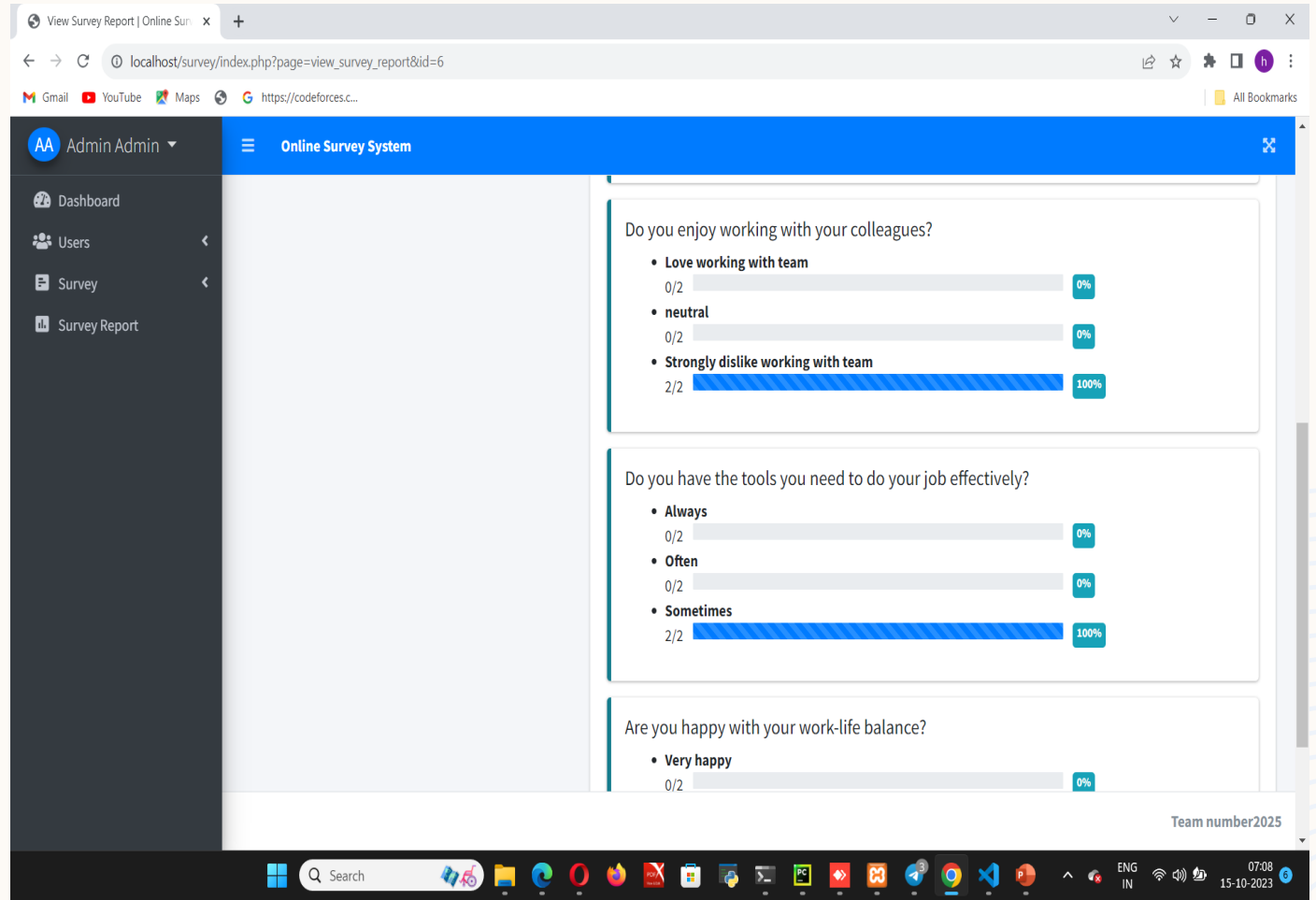


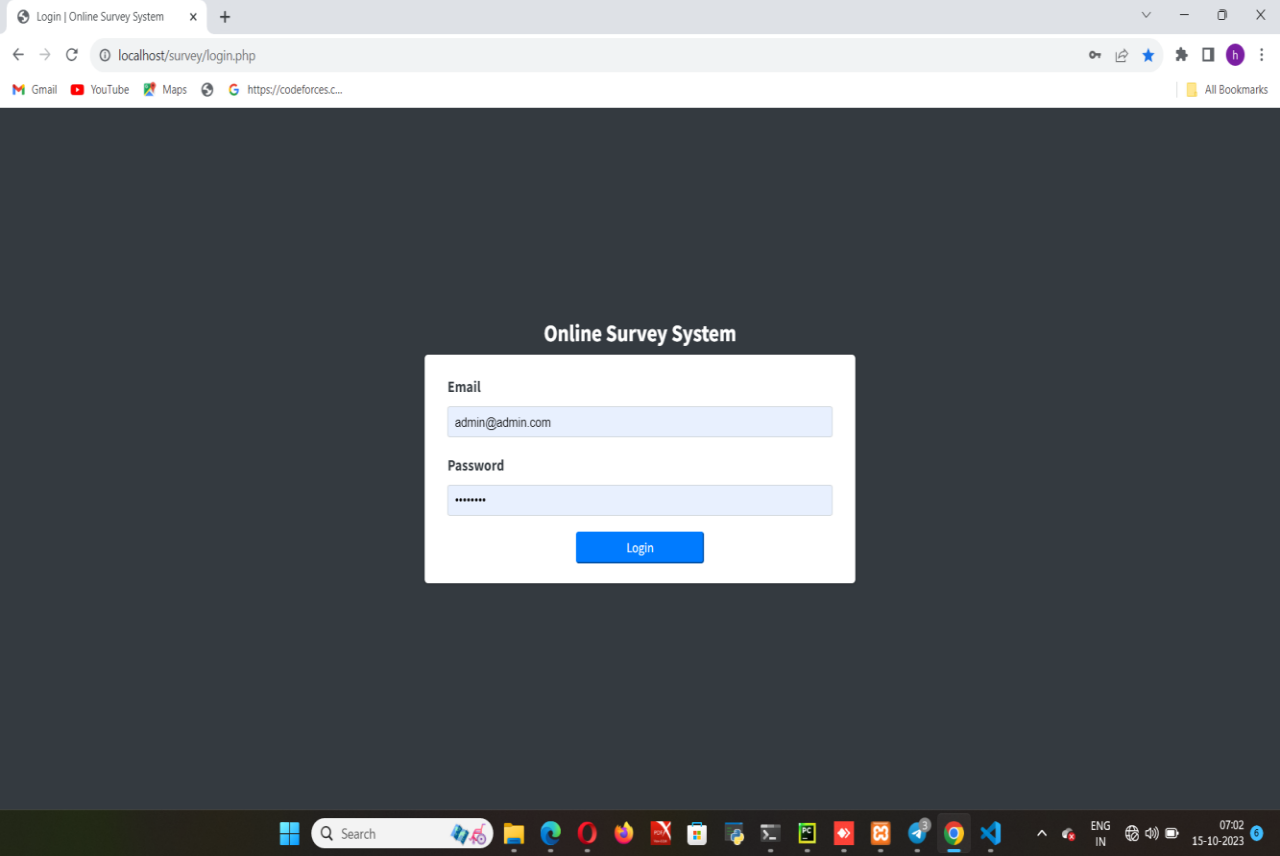
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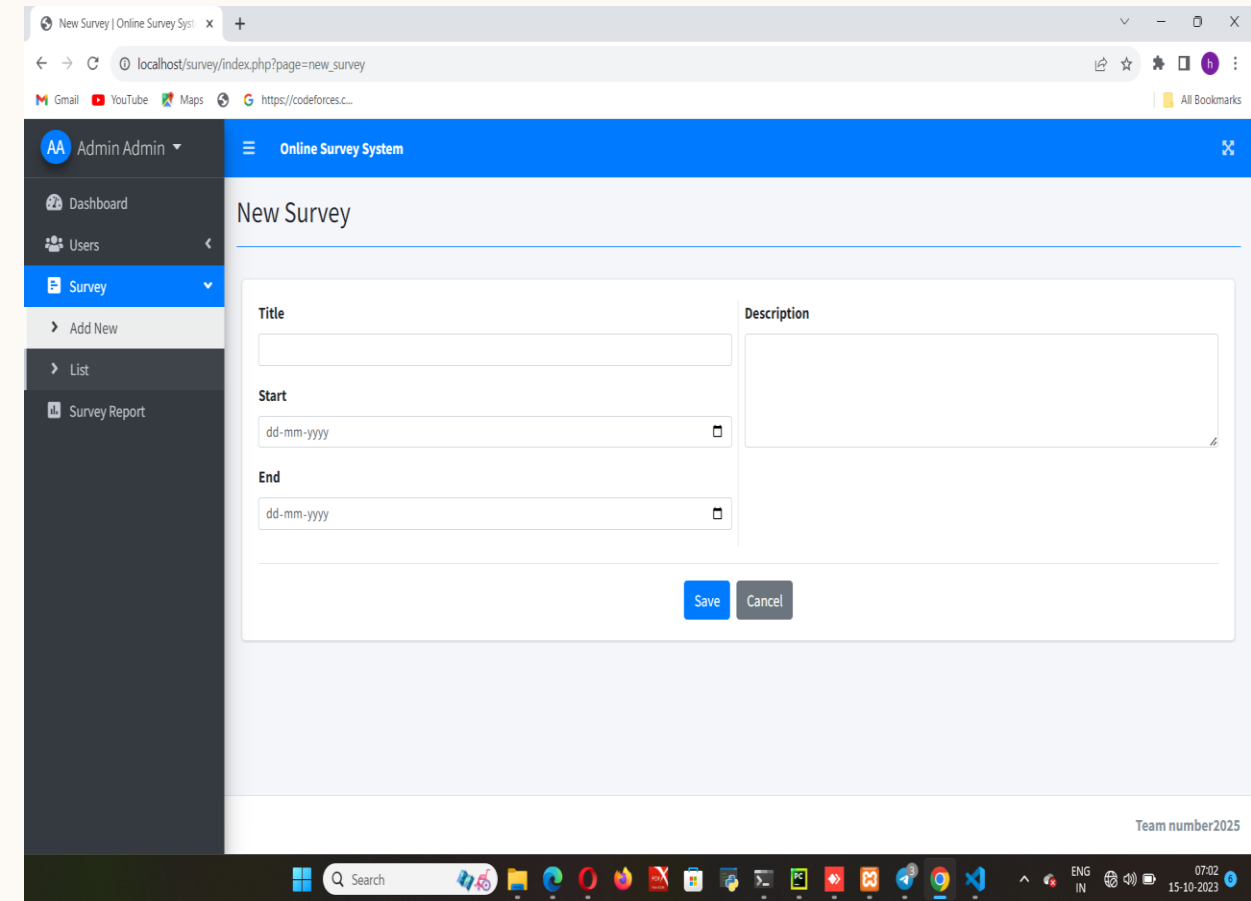


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Survey List | Online Survey System

localhost/survey/index.php?page=survey\_list

Gmail YouTube Maps https://codeforces.c...

All Bookmarks

AA Admin Admin

Online Survey System

Dashboard

Users

Survey

Add New

List

Survey Report

#	Title	Description	Start	End	Action
1	Survey 2	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec in tempus turpis, sed fermentum risus...	Sep 01, 2020	Nov 27, 2020	<a href="#">Edit</a> <a href="#">View</a> <a href="#">Delete</a>
2	Survey 23	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec in tempus turpis, sed fermentum risus...	Sep 10, 2020	Nov 27, 2020	<a href="#">Edit</a> <a href="#">View</a> <a href="#">Delete</a>
3	Sample Survey 101	Sample only	Oct 01, 2020	Nov 23, 2020	<a href="#">Edit</a> <a href="#">View</a> <a href="#">Delete</a>
4	Survey 1	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec in tempus turpis, sed fermentum risus...	Oct 15, 2020	Dec 30, 2020	<a href="#">Edit</a> <a href="#">View</a> <a href="#">Delete</a>
5	Sample Survey	Sample Only	Nov 06, 2020	Dec 10, 2020	<a href="#">Edit</a> <a href="#">View</a> <a href="#">Delete</a>
6	Employee Survey	To evaluate how engaged your employees are with our organization	Sep 15, 2023	Oct 15, 2023	<a href="#">Edit</a> <a href="#">View</a> <a href="#">Delete</a>

Showing 1 to 6 of 6 entries

Previous 1 Next

Team number2025

07:02

15-10-2023

15

Survey Report | Online Survey System

localhost/survey/index.php?page=survey\_report

Gmail YouTube Maps https://codeforces.c...

All Bookmarks

AA Admin Admin

Online Survey System

Dashboard

Users

Survey

Survey Report

Find Survey

Enter keyword...

Search

Survey 1

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View Report

Sample Survey 101

Sample only

View Report

Sample Survey

Sample Only

View Report

Survey 2

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View Report

Employee Survey

To evaluate how engaged your employees are with our organization

View Report

Survey 23

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View Report

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07:02

15-10-2023

## **Summary of All the responses from Users**

[https://forms.office.com/Pages/AnalysisPage.aspx?AnalyzerToken=PYNu0sF6cwIly8WBovIHpjrR5r4R9tle&id=PsiMgEal50egP3Oh67ok8x\\_Rmf23N6dlrqbtJhbE\\_cZUNlozMVM3R0VKMDdHT0NTTEIPOUswWINHSS4u](https://forms.office.com/Pages/AnalysisPage.aspx?AnalyzerToken=PYNu0sF6cwIly8WBovIHpjrR5r4R9tle&id=PsiMgEal50egP3Oh67ok8x_Rmf23N6dlrqbtJhbE_cZUNlozMVM3R0VKMDdHT0NTTEIPOUswWINHSS4u)







# customer journey map

**Receives campaign details from marketing managers.**

**Creates visually appealing ad visuals that align with the campaign's messaging.**

**Analyzes data using the system's analytics tools to identify trends.**

**Identifies campaign objectives, target audience, and budget.**

**Alex, the Digital Marketer's Journey**

**Emily, the Creative Designer's Journey**

**David, the Data Analyst's journey**

**Samantha, the Marketig Manager's Journey**

# PROTOTYPEPROTOTYPE

[HTTPS://FORMS.OFFICE.COM/R/WPVLKDXXCA](https://forms.office.com/r/WPVLKDXXCA)





# CONCLUSION

Conclusion The era of online advertising has brought forth unprecedented opportunities, but mastering it requires more than just an idea and a budget. Online Advertising Management Systems have emerged as essential tools for advertisers looking to navigate the intricacies of the digital landscape successfully. By streamlining campaign management, enhancing targeting capabilities, and providing real-time insights, these systems empower advertisers to achieve their goals with precision and efficiency. As the digital world continues to evolve, the role of Online Advertising Management Systems becomes increasingly indispensable for businesses striving to stand out in a crowded online marketplace.



# **THANK YOU**

<https://clipchamp.com/watch/IJtsC0rLwOS>