**SRS for VenturePact’s Advertising Platform**

Features List:

Admin Panel -

1. List of advertisement requests posted by vendors and module to approve requests.

2. List of analytics requests requested by vendors and module to approve requests.

3. Tab to show list of all the products with basic plan and premium plan i.e. PPC (Plans are

described later in the document).

4. Every product listing will be a link to a new tab/view containing -

* Module to generate invoice of vendor of the selected product. Invoice will be generated according to number of clicks by visitors on the ad of the particular product(Pay per click model).
* Module to show leads generated by PPC links and leads generated by non-PPC links of the selected product.

5. Tab to show list of all the category available along with stats showing-

* Number of users who queried for that category
* Top product of that category according to -
* Number of users
* Number of customers
* Maximum lead occupied
* Reviews and ratings
* Number of followers

Vendor Panel -

1. Will have an interface to change product listing information containing -

* Product name
* Product description (About product, video links to product description and images)
* Pricing details
* Training booklets details
* Support details
* Product deployment platform
* Features
* Category
* Vendor name
* Vendor details like - (vendor weblinks, founding country)

2. Will have a view to show how product listing page will look to public.

3. Will have a view to show the invoice/transaction history and outstanding payments.

4. Will have a view showing stats of lead generated via PPC links and non PPC links.

5. Will have an interface of product’s account settings containing:

* A link to switch between basic and ppc plan
* A link for making payments.
* A status showing whether the account is PPC continuable or not (decided on the basis of the payment status)
* A module to request for analytics.