

Influencer Engagement & Sponsorship Coordination Platform

MAD-2

Sponsornet

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Project Description

This platform connects influencers with sponsors for ad campaigns, offering an interactive space for managing, negotiating, and tracking campaign engagement. Influencers can grow their reach and revenue, while sponsors gain targeted exposure.

Project Objectives and Features

1. Influencer Module:

- **Profile Management:** Influencers can update their profile details to showcase their reach and attract sponsors.
- **Campaign Requests and Negotiations:** They can request, negotiate, and end campaigns at any time.
- **Statistics Tracking:** Influencers can view stats to track performance and engagement growth.

2. Sponsor Module:

- **Ad Campaign Management:** Sponsors can create targeted ad campaigns and find suitable influencers based on reach, and niche.
- **Campaign Data Export:** Sponsors can export campaign details in a CSV format, sent via email (async job).
- **Reach Boost:** For each completed ad, the assigned influencer's reach grows, encouraging more engagement.

3. Admin Module:

- **User and Campaign Management:** Admin can approve, flag, ban, and manage both influencers and sponsors.
- **Application Approvals:** The admin can approve or reject the sponsors' applications during their registration period.
- **Data Export and Download:** Provides stats and downloads to help the admin make informed platform decisions.

Technologies Used

- Flask - for API
- Vue js version 3 for UI
- SQLite and SQLAlchemy for Database work
- Basic Vue js cli (to start the project in the development server)
- Bootstrap for modals and styling
- Redis for caching
- Celery and Redis for Backend Jobs

Model Overview



Project Demonstration Link: [📺 23f1001879_mad2.mkv](#)