**Ads Tracking System**

**1. Project Overview**

Ads Tracking System (ATS) is centralize system for Ads Agencies, Ads Rider and Clients. They all will have their own portal which will be password restricted. Workflow will be started from Ads agencies who will initially setup “standard rout charges” and its time slot price. Each rout can have multiple time slot price like Shahra-e-Faisal from 8 AM to 12 PM @ 5000 / hour and 12:00 PM to 5:00 PM @ 3000 / hour etc. Once “Standard rout” is defined, now it is a time to setup client and Ads detail properly. These all activities will be performed by “Ads Agency” from his portal. Furthermore, Ads agency can track ads costing in real time as “Ads rider” moves from one place to another. “Ads costing” will be calculated based on rout choose by Ads rider. “Ad agency” can setup “ad rider” in system and schedule campaign for him for specific time period. Once campaign time is over, system will stop tracking and costing immediately .

On the other hand, Ads rider will use “Android based App”. This app will be password restricted and connected our ATS database in realtime. Once Ads rider is logged in into “Android App”, he would be able see campaign scheduled for him by Ad agency. One he start campaign , system will automatically start capturing his current location and calculate “ad costing” based on time slot defined by ad agency while setting up “Standard rout”. System will further calculate how much time he spend on road and in which area. To maintain data credibility, It is also planned that we will fix mobile on CAR dashboard that will capture drivers and outside environment picture randomly and send to server to minimize chances of cheating. Ad agency and client both can see “Ads rider” current location through GPS and through picture. They both can view “Ads rider” day wise summary in term of total number of kilometer he rides and his complete rout from start to end on google map and charges applied on Ads area wise while traveling.

Similarly, client will have his own portal which will be password restricted. Once he logged it, system will display complete list of his running campaign. He can check / monitor particular campaign. System will display him about campaign performance. He can see current location of Ad rider in real time and send him push notification for further instruction. He can also view “Ads rider” day wise summary in term of total number of kilometer he rides and his complete rout from start to end on google map and charges applied on Ads area wise while traveling. Furthermore, client also can see “Standard Rout Charges” setup by ad agency. Based on it, he can maintain his campaign budget and plan for advertisement in peak time

Please see below the modules to be developed

* Administrator Portal
* Ad agency Portal  
  + Secure Login system
  + Ads Rider management module
  + Client management module
  + Campaign management module
  + Standard Rout Charges module
  + Real time campaign tracking module
  + Day wise summary report
  + Weekly summary report
  + Monthly summary report
* Client portal  
  + Secure Login system
  + View campaign module
  + Real time campaign tracking module
  + Instant notification system
  + View “Standard Rout Charges” module
  + Day wise summary report
  + Weekly summary report
  + Monthly summary report
* Ads Rider Module  
  + Secure Login system
  + Android based mobile app development
  + Google instant messaging development
  + Capture random images module
  + Capture current location through GPS