# Mobile Advertisements Tracking System

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**Abstract -** An advertisement system through Android devices based on the Location tracking. This application allows the user to check advertisements of stores near to his locations. The advertisement tracking is real time. Application detects the users location and displays all the advertisements. The User can select the category of the advertisements he wishes to see. Upon selection of the category, User will be able to view list of advertisements. This helps the User in selecting the store which best suits his requirements. The list of advertisements will change as and when the User changes its location. As our system mainly focuses on extracting advertisements in real time nearby to the User's location.

*Keywords- Advertisements, Mobile, Real-time tracking, Location, GPS.*

## I. INTRODUCTION

In this we propose an Android based application for Real time searching of the Advertisements. Locating nearest place within 3km: In this application we can find nearby Stores, Restaurants, and few other modules. The User has to register into the Application. Then using GPS, location will be detected of the registered. Depending on his/her requirements, the User will choose the categories from the list form. The advertisements will be displayed on the User's devices that are within the proximal range of 3kms. This application also has calling feature wherein user can directly communicate with Vendor. We use the concept of grouping. Using grouping concept, all the nearest advertisements will be displayed as one group. Likewise, all the nearest restaurants will be displayed in another group. Similarly, each nearest place is displayed in separate clusters. According to his requirement, User can select an Advertisement from the group. Suppose, if user selects 'Food' near to his current location, all the advertisements related to food will be displayed. Then our application will provide the longitude and latitude and also the address of that particular restaurant and route to reach of the restaurant, the distance from the current location and desired location. Also, the time taken to reach the particular location, all the related information will be displayed. Based on User's experience, the User can review the product purchased or service used. User can also provide feedback for a particular product; this helps the vendor in improving the quality of service. For implementation of this different API's and Google map API key is required. For future purpose User details are stored in server. To generate Location results Location_Detection API has been used, it will give places information. Google maps are used for maps.

**Goal-** The Goal of this paper is to provide a platform to local stores. This application will help in growth of their Business. And User can easily see the advertisements anywhere, anytime.

*Objectives of this paper-*

➢ It should be possible to open m-advertise Ads account for a user and close the account.

➢ It should be possible for the m-advertise Ads user to see the Advertisements in the list form in android application.

➢ It should be possible for the m-advertise Ads user to see the Advertisements by specific location in the list form in android application.

➢ It should be possible for the m-advertise Ads user to see the Advertisements by specific Ad category in the list form in android application.

➢ It should be possible for the m-advertise Ads user to see the Advertisements by his/her current location in the list form in android application.

➢ User should be able to see the located buildings and stores that have the offers and advertisements on Google maps application in android mobile.

➢ This android application should be able to display the road map between user's current location and the store/shop location on Google maps application.

*Existing System*

Existing advertising systems are web based such as web-classified advertisements which can be accessed through

desktop computers. Other mode of Advertisements is the Paper based. In Today's era of Mobile Application, People rarely use the newspaper. User can browse these ads through mobile browsers but he will face resolution problem and access delay problem. Even there is no ranking concept to order the ads in the way user need. There is no effective mobile based advertisement system at present.

*Proposed System:*
- M-Advertise User can contact the Advertisement Owner using the Application.
- User provides the review of the store, once visited.

## II. SYSTEM ARCHITECTURE

The system architecture consists of the GPS System, Android Device, and User components. The User can interact with Android Device through User Interface. The Android Device uses Location Manager Interface and receives location data using Forward Geocoding and also can get address of location using Reverse Geocoding from GPS System.
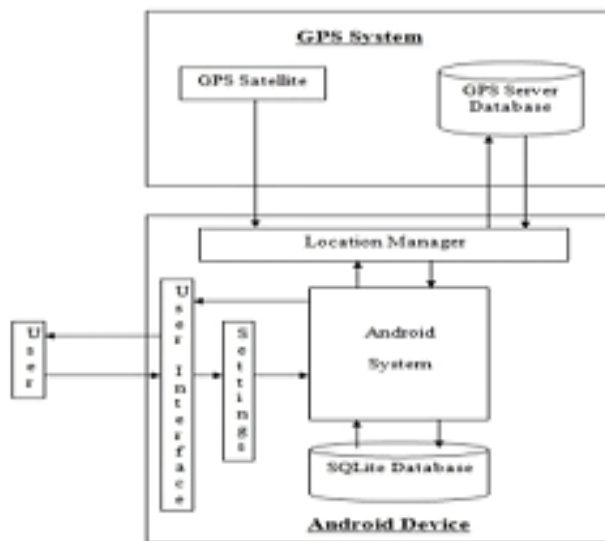


The system architecture consists of the GPS System, Android Device, and User components. The User can interact with Android Device through User Interface. The Android Device uses Location Manager Interface and receives location data using Forward Geocoding and also can get address of location using Reverse Geocoding from GPS System As shown in figure, the GPS System consists of GPS Satellite & GPS Server Database. The GPS Satellite continuously transmits the signal containing information about receiver's location (i.e. Location of GPS receiver with respect to GPS satellite, Current time etc.). Using this information GPS receiver calculates coordinates of location (i.e. Longitude, Latitude, and Altitude). The GPS Server Database stores the information of locations such as coordinates of location (i.e. Longitude, Latitude, and Altitude) and name and address of that location. In the Android Device, the Location Manager is

an interface between Android Device and GPS System. Using Forward Geocoding method Android System will get the co-ordinates of Android Device from GPS Satellite through Location manager. Then those co-ordinates will send to GPS Server Database to get name and address of location this method is known as Reverse Geocoding. After getting name and address of location, the Android System will check that whether the received address is belongs to Default Silent Zone or not. If device is in Default Silent Zone then Android System will switch sound profile ringer mode to Silent or Vibrate only as per settings. If location does not belong to Default Silent Zone then Android System will check for User-Defined Silent Zone in MYSQL Database which is already present in Android Device. If location does not belongs to either of Silent Zones then switching will not takes place. User can add location for automatic profile switching. Using User Interface user can store location information i.e. co-ordinates in the MYSQL Database. While storing the location user can give any name for the particular location, also he will able to choose switching mode i.e. Silent or Vibrate Only and Activation status. User will also able to change settings for User-Defined as well as Default Switching and turn on/off the application through Settings.

## III. LITERATURE SURVEY

SMS advertising potential SMS advertising is part of the larger picture of mobile marketing. Indeed, the convergence of technologies (IPod, PDA, PC, mobile phones) will bring teeming wireless opportunities. Taking into account the type of ad (simple versus rich) and the pull-push orientation of the campaign (while push message are unidirectional messages, pull messages call the receiver to action), Barnes indicates that SMS is a simple ad tool that is preferentially used in push marketing. Despite its simple and push characteristics SMS entails several advantages both from the consumer standpoint and from the marketer's standpoint. From the marketer's point of view SMS is a fairly cheap means of contact. The automation of a campaign makes it easy to diffuse messages to the target audience, even if there might be some delay in message delivery (up to 6 hours) the technology is considered to be reliable and rapid. Two other characteristics of interest are time and space independence. This means of course, that a campaign can be launched at any time (although certain experts consider the time of sending to be important) and will be received wherever the consumer may be (publications stress the difficulties of this within the US context). From the consumer standpoint, SMS has the potential of being well accepted due to its intrinsic characteristics. Provided that permission has been given, the consumer will receive expected messages that should be tailored to their needs. SMS messaging is non-intrusive as people are not obliged to

answer immediately, it leaves consumers free to discover the message where and when they want. As messages are short, by nature, the consumer may not feel overwhelmed by SMS advertising. With SMS messages, a consumer is not forced to engage in a social interaction, as is the case with phoning campaigns.

## IV. PROBLEM STATEMENT& IMPLEMENTATION

An intelligent android Mobile based real time Ads tracking System is being launched because a need for a destination that is for both buyers and sellers. With this application, sellers can register and host online Ads. Buyers or customer can go through ads displayed and can accordingly get the best deal for themselves. This Application is an attempt to remove the existing flaws in the Existing advertising systems are web based such as web-classified advertisements which can be accessed through desktop computers. User can browse these ads through mobile browsers but he will face resolution problem and access delay problem. Even there is no ranking concept to order the ads in the way user need. There is no effective mobile based advertisement system at present.

An intelligent android Mobile based real time Ads tracking System. The main objective is here to establish system for advertisement as per there location. we are interested in product reasonable cost but now a days digital advertisement are very costly small shop cannot invest that much money for advertisement so we can create such system. The work and resources that go into the creation of the product or service are essentially the things that frame the scope of the project. The scope of the project outlines the objectives of the project and the goals that need to be met achieve a satisfactory result.

### OVERVIEW OF MODULES

Internet marketing (IM) is also known as digital marketing, web marketing, online marketing, or emarketing. As the name states, it is the advertising of products or services over the Internet. However, it also implies marketing through the wireless media and through e-mail. Electronic customer relationship management (ECRM) systems are also categorized under Internet marketing. IM can be creative, as well as, technical through its design, development, advertising, and sales over the Internet. This paper is a secondary research regarding how E-commerce gradually forms part of our daily lives. It concerns different aspect of advertising in terms of electronic commerce.

### 1) Login/Register:-

This is the first and foremost procedure to know the user's information. If the user is using this application for the first time he has to give some of his basic information like name,

address, date of birth etc. When a user has already registered first he has to enter the user name and password that he will already receive. All these information are stored and can be accessed from the server MySQL database

### 2) User GPS location

Location-based advertising (LBA) is established through the powerful combination of mobile marketing and advertising with location-based services (LBS). Its take user GPS location using android application and hold in your system.

### 3) Search advertise

In this module, system will search advertise using GPS coordinates. And show it in your android device and Admin can change that advertise.

### 4) Show advertise

Show advertises as per your GPS location and it show discount and description of product and validity of offer.

### 5) Admin module

Admin can add new advertisement in MySQL database using PHP panel and Update data. Title of advertise and discount and description of product.

### 6) Feedback

User feedback and review of system submitted using feedback module for research and system modification and avoid fake advertise purpose we need to add this review module in this system.
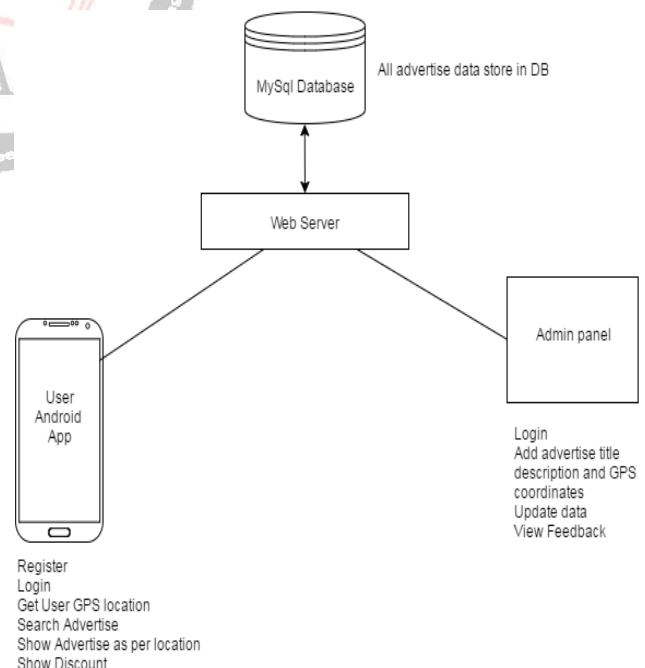
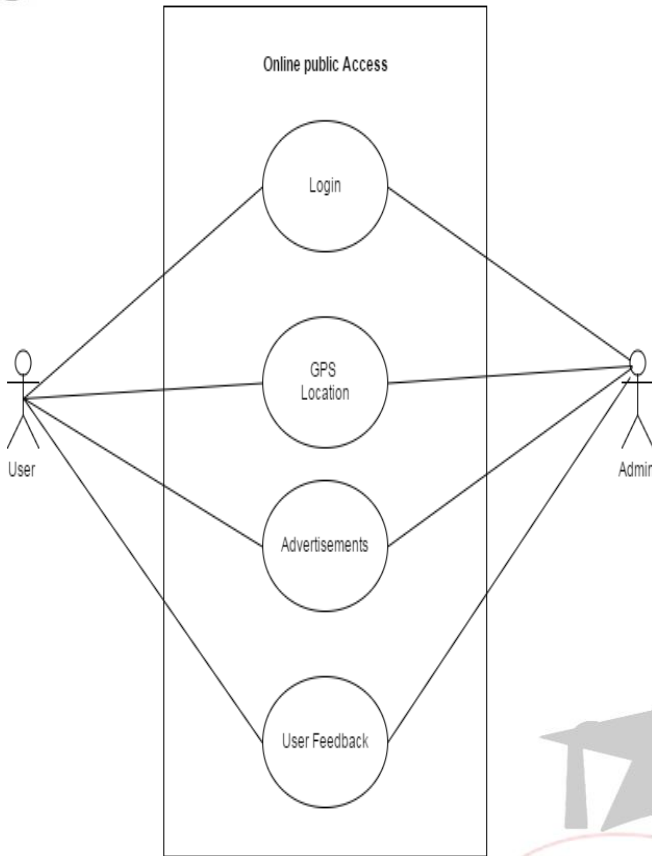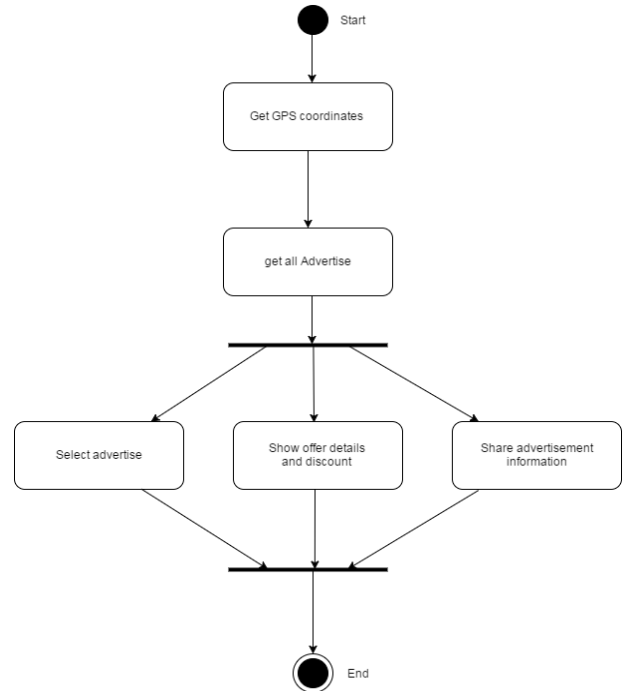## V. SYSTEM DESIGN



**Fig 1:- Proposed System**

Online public Access



**Fig 2:- Use Case Diagram**

Database



**Fig 3:- Data Flow Diagram (level 1)**



**Fig 4:- Activity Diagram**

# VI. APPLICATION
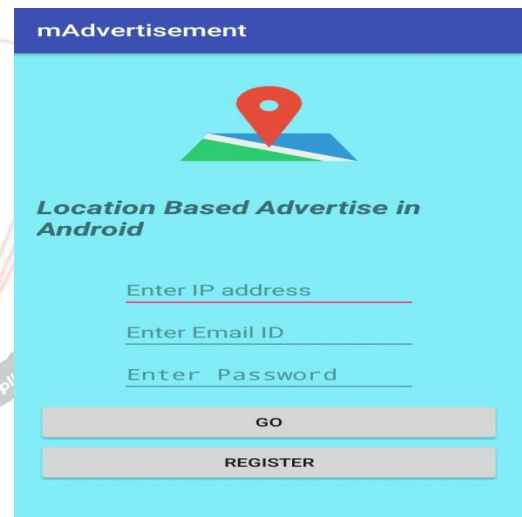


**Fig 5:- Login/Registration Page**



**Fig 6:- Categories of Advertisements**

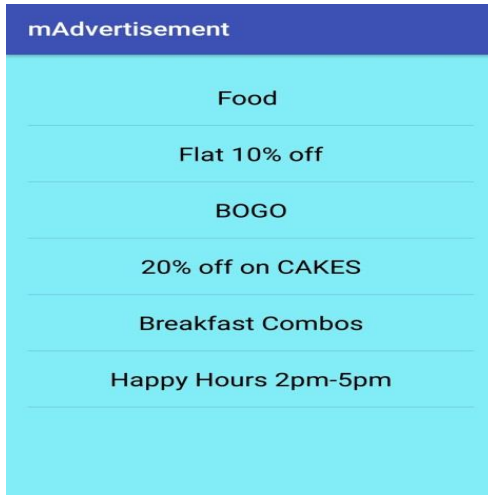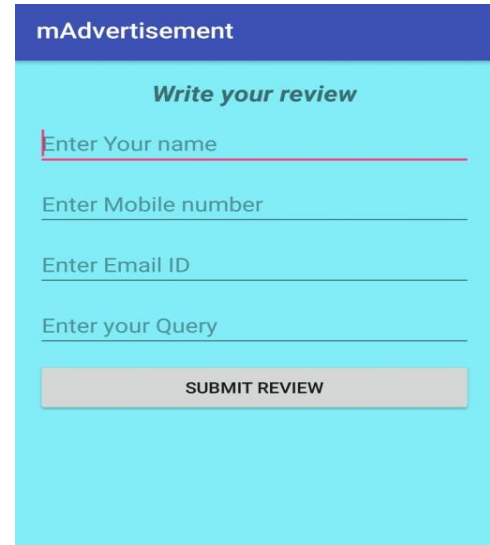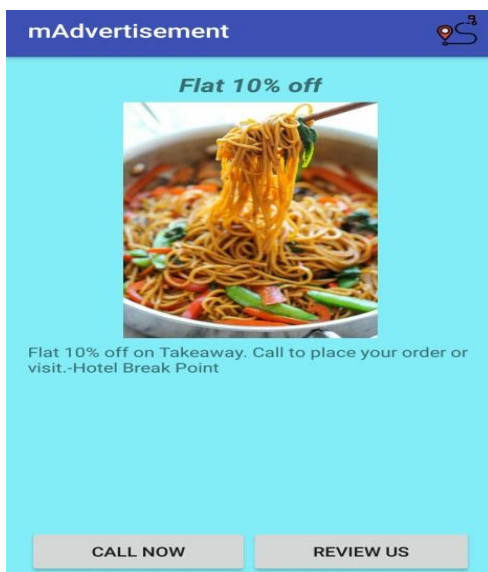**Fig 7:- Advertisements of Food Category displayed**



**Fig 8:- Particular Add displayed**
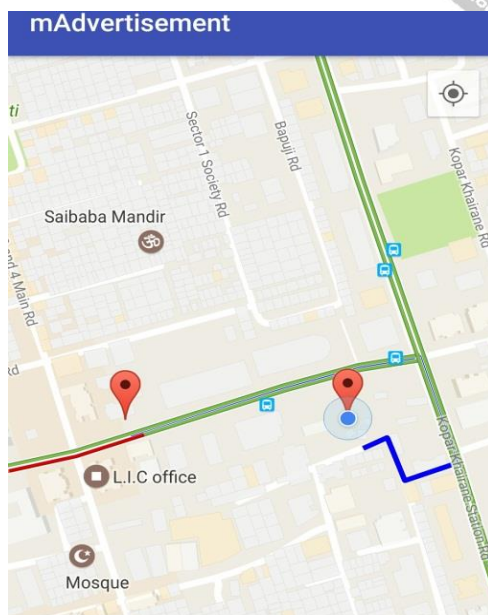


**Fig 9:- Route marked for the destination**



**Fig 10:- Reviews page**

## VII. CONCLUSION

In this paper we have presented a mobile advertisement tracking application developed for Android using Java, MySQL, and PHP on the server side. This Application helps the Local Vendors in advertising their discounted products. The Application also helps the Registered User in finding the vendors nearby. Once logged in, the user is able to see all the categories. Depending on his requirement the user chooses a particular category. Store Owners are able to provide better service to users. The reviews given by users, helps the store owners in improving their product/service quality. This application simplifies the advertisement tracking for User. He can see list of various advertisements for different categories. User can avail the best of discounts on products. Moreover, all the advertisements displayed are nearer to his location which is beneficial for the user.

## VIII. FUTRURE SCOPE

Location-based marketing has been gaining significant traction over recent years. This means a desire to personalize advertising content simply through location relevance, such as the proximity of potential customers to shops they may be unaware of. In the near-future, for members of the public opting in to information feeds through mobile devices, more effective targeting of products and services, based on their expressed preferences and systemic constraints, will be possible. The system, implemented using intelligent decision- and context-centric middleware, provides an effective basis upon which personalization in service provision can be achieved in a commercial location based marketing system. In testing, the initial prototype demonstrated that such a system is possible and can be operated in a busy city center environment. Further work will now seek to provide enhanced verification of the system efficacy, as well as addressing the

issue of how to increase the scope of user-profiling for increased personalization of advert-serving.

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