

# Advertisement System Cloud Based

**Rahul Kumar**

School of Computer Science and IT, Jain (Deemed-to-be University), Bangalore, Karnataka, INDIA

**Dr. Bhuvana**

School of Computer Science and IT, Jain (Deemed-to-be University), Bangalore, Karnataka, INDIA

## **ABSTRACT :**

The Advertising System Project is a complete online solution for advertisers who want to advertise their products on online media or websites. This project is developed for users who want to manage their online advertising from one place. This website is useful for employees and managers of advertising agencies to manage ads and view reports. This system provides a complete service for advertisers to present their products and services to the online marketplace. The advertising system will give the solution to all the problems related to online marketing. In this system, the user can create ads and also choose the website where he wants to show his ads online.

## **INTRODUCTION**

Advertising is very necessary to market or promote the product of a particular product. Advertising can be done online through radio, television, social networking sites to get good promotion. An online advertising management system is an application that takes care of the maintenance of the advertisements that customers provide to the company. There will be many customers with different listings for a particular business. Maintaining all the data with pen and paper is a tedious task.

### **Survey Outcomes**

A number of cloud partners, including Amazon's Elastic Compute Cloud and IBM's SmartCloud, are changing the course of exceptional organizations since they are taking control of IT structures and offering online cloud services. Getting it in the present is really not a difficult task. As a general matter, you can purchase or rent it on the web and use the APIs provided by cloud providers to dispatch, re-attempt and shut down the virtual pictures. With cloud-based online affiliations, one of the most prominent advantages is the ability for customers to create, change, and exchange digital pictures with various customers. It is now possible to store, share, and archival objects of many different types on the cloud. The high level management interface hides system implementation details and performance data, however, while guaranteeing ease of use. An experimental study is presented here that examines how the cloud-to-user network performs when it is perceived by a set of home users throughout the globe using the Amazon S3 cloud-storage service. Load balancing in cloud computing data centers has been a major challenge in recent years. The authors presented a survey on the current load balancing techniques and solutions that have been proposed only for cloud computing environments. Cloud load balancing mechanisms can be categorized into three main groups based on their designing perspectives: general algorithm-based approaches, architectural-based approaches, and AI based approaches. Yet, cloud paradigm comes into play to assist the use of such applications, but these are in favor of data access beyond single key-value pairs. Therefore, they are dependent on traditional databases. Therefore, there's a gap between db systems from the past and those of today. There is a need to close this gap if we wish to ensure that the cloud can support all types of applications now and in the future. AuthStore enables users to securely reuse passwords at multiple providers and for secure data encryption. Only one service is needed for AuthStore to operate, that is, a service provider. It is necessary for users to remember only username and password in order to authenticate and gain access to encrypted data. Passwords can be protected using key stretching using AuthStore, putting control in the hands of users. Cloud computing is a complex concept that anyone can get lost in. However, cloud computing has a double edge just like any other technology. Technology promises lightning-fast speeds, a large variety of apps to choose from, and seemingly limitless storage space on one hand. There are various security threats associated with shared spaces such as compromise of confidential information, degradation of data integrity, and non-availability of data.

## CONCLUSION & FUTURE SCOPE

The typical approach to advertising in mass media usually involves broadcasting simple, standardized messages to a passive, captive audience. However, the implications of communicating with active media users on the Web, as opposed to utilizing traditional methods, are vast. The power of recipients cannot be underestimated. In the information pull context of the Web, where consumers have immense choice and control over media options, the decision whether to visit an advertising website, how long to stay there, and what parts of it to view, belong to the customer. If a site is to leave a positive impression on the customer, it needs to provide some kind of value in return for the time and money the customer spends to visit the site.

## References

1. <https://www.boltiot.com/>
2. Albugmi, Ahmed and Alassafi, Madini and Walters, Robert and Wills, Gary , “data security in cloud computing ” , 2016
3. Ruben D. Hernández, Robinson Jiménez Moreno and Mauricio Mauledeoux , “ Smart Bulb for IoT” , 2018
4. Satya ShahAikaterini Ververi , “ Evaluation of Internet of Things (IoT) and its impacts on Global Supply Chains” ,2018
5. MEHRSHAD HOSSEINI OMID SAHRAGARD , “ AWS Lambda Language Performance” , 2018
6. Rob van Kranenburg and Alex Bassi , “ IoT Challenges” , 2017
7. NATHAN ROEHL , “ Cloud Based IoT Architecture” , 2019
8. Haowei Jiang , “ Ultra-Low-Power Sensors and Receivers for IoT Applications” ,2019
9. Dr. Gurudev Singh,Prince Jain , Lalit kumar , “ Cloud Implementation and Cloud Integration” , 2020
10. Saima Zafar , Ghosia Miraj , Rajaa Baloch , Danish Murtaza, Khadija Arshad ,” An IoT Based RealTime Environmental Monitoring System Using Arduino and Cloud Service ” , 2018
11. Mohammad Riyaz Belgaum, Safeullah Soomro, Zainab Alansari, Muhammad Alam,Shahrulniza Musa,Mazliham Mohd Su’ud , “ Challenges: Bridge between Cloud and IoT” , 2018