

Interconnecting Both Advertiser and Influencer Together in a Software Application for Advertising – (Adsow360 – Best Way for Advertising)

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Abstract - This is a software application (APP). In this app we are interconnecting both advertisers and influencers together. So instead of paying high amounts to YouTube/Facebook companies, they pay only less to influencers for advertising. Our app provides a list of advertiser's & all different categories of advertiser and make conversations with each other for paid promotions (influencer's), so they can easily choose their influencer &. The ads will be in the form of Non-Skippable In-Stream Ads.

These ads are shown before, during, or after a video and cannot be skipped. This app is operational at all over the world, each and every influencer can easily able to use this app globally

Key Words: Video advertisements, YouTube Ads, Paid promotion, Ad recommendation.

1. INTRODUCTION

Advertising plays a significant role today as it is a powerful tool businesses and organizations use to promote their products and services to a broad audience. Advertising can influence consumer behavior and purchasing decisions by creating awareness, establishing brand identity, and generating demand for products and services. In today's digital age, advertising has become more complex and diverse. With the rise of social media, online video platforms, and mobile devices, there are now countless channels and formats for advertising. Advertisers can reach consumers through display ads, video ads, social media ads, influencer marketing, and more. One of the most significant advantages of advertising today is the ability to target specific audiences precisely. With advanced data analytics and targeting capabilities, advertisers can reach consumers based on their interests, demographics, and behaviors. This means advertising campaigns can effectively get the right people at the right time. Another essential aspect of advertising today is the need to be authentic and transparent. Consumers are becoming more discerning and expect businesses to be ethical and socially responsible. Advertisers who focus on creating meaningful connections with their target audience and prioritize transparency and authenticity in their messaging are likelier to succeed in today's advertising landscape. However, advertising faces challenges today, including ad-blocking, privacy concerns, and increased competition. Advertisers need to be mindful of these challenges and work to create ads that are engaging, relevant, and respectful of consumer privacy. Therefore, in this project, we have found a problem in the digital advertising market and

given a solution to troubleshoot those problems globally. This project is related to video advertising methods in the category of non-skippable in-stream ads.

2. LITERATURE SURVEY:

Androulidakis Nikos et al. [1] described that mobile advertising will bring revolution in the market, and research focused on a consumer's wishes regarding mobile advertising should be done. The results showed that advertising-message should be sent only to customers who have opted-in.

Wei Zhang et al. [2] discussed the impacts of the internet marketing strategy on product value. It has the following meanings and contributions: firstly, it introduces the internet marketing strategy as the potential factor of analyzing the product value, opens new fields for product value study, enriches the current internet marketing strategy and broadens the scope of internet marketing research.

Mia Angeline et al. [3] focused on how each brand utilized social media platforms to achieve branding and marketing goals. Little work has been done on this topic, especially for Indonesian brands.

Umi Najiah Ahmad Razimi et al. [4] created a platform for all users, especially entrepreneurs as marketing generators, to manage their multiple social media in one location. Social media management tools aim to be the "one tool for controlling all of them." This platform would simplify managing their social media so they can stay in contact with their trading partners.

Sari Ramadanty et al. [5] explored the communication process involving Social Media Influencers in digital marketing campaign activities in Indonesia. According to Miles and Huberman, this research used three phases of data analysis: Reduction Data, Display Data, and Conclusion Drawing.

Debora Dian Pratama Budiharja et al. [6] indicated that the value of charitable advertising on social media is significantly influenced by perceived informativeness, perceived credibility, perceived emotional appeal, and perceived creativity. The value of charitable advertising on social media substantially influences its users' pro-social behavior and is moderated by income level. Thus, this research can be used by advertising agencies and practitioners in fundraising organizations in Indonesia to evaluate their charitable advertising in social media.

Hengbo Du et al. [7] pointed out the advertising predicament the advertisers face in the digital age: the audience’s immunity to advertising and the excessive investment in advertising. Based on the game theory, the paper analyzes an enterprise’s advertising behaviour quantitatively and puts forward the corresponding advertising strategy.

Pekka Valitalo et al. [8] discussed the market need for communication between partners’ applications, classes of exchanged information and topics connected with revenue management, customer-centric and telco-centric business models, and the B2B gateway concept in the Mobile Virtual Network Enabler (MVNE) - Mobile Virtual Network Operator (MVNO) business case.

Jinqiao Wang et al. [9] proposed to link video ads with relevant product/service information across E-commerce websites or portals towards ad recommendation in a cross-media manner. Firstly, we perform semantic analysis within ad videos in which Frames Marked with Product Images (FMPI) are extracted.

Ting-Jia Wu et al. [10] proposed a technique that can efficiently raise the successful clicking rate to satisfy the number of required clicks. Moreover, the proposed method avoids redundant advertisements to reduce the system’s cost.

3. METHODOLOGY

This chapter describes the possible outcomes of connecting advertisers and influencers in the AdSow360 application. So, advertising business brands on YouTube/Facebook with low prices without brokerage charges can be done. And not only large-scale industries but small-scale industries can also easily promote their advertisements in this app at low cost. It will be much easier for influencers to find advertisers for paid promotions.

3.1. Block Diagram

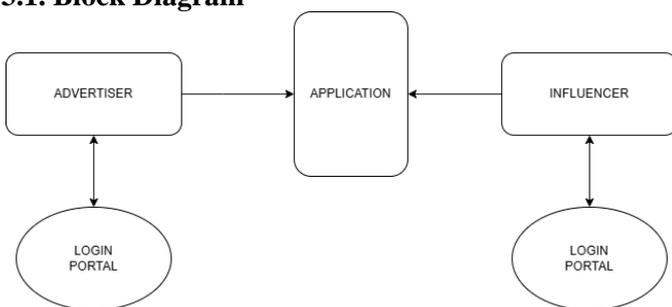


Fig 1: Block diagram of the proposed system

From the above block diagram, the working principle of the project is shown: Here is the project which interconnects the advertiser and influencer in a software application for advertising. It can be possible by creating a separate account for users and interconnecting them in a single platform. The front end for these accounts is designed or developed using VISUAL STUDIO CODE. It includes HTML, C++, CSS, etc. The back-end coding & templates for this proposed system is given below.

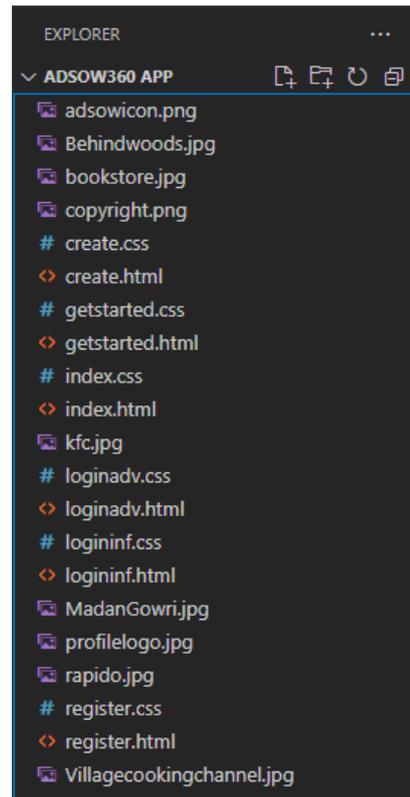


Fig 2: Index of application

3.2 Advertiser Portal

The advertiser block contains space to scroll the Ads feed and HOME, CHAT, POST AD & CONTACT US icons on the header page. So that they can easily switch over to the required field, and it also displays the popular influencers list in a premium dashboard. It also contains the search list box, which can help search for the influencer to connect with for advertising.

In this portal, an advertiser can be able to do these things:

- [1] Able to post photos/videos of their ADS.
- [2] Choose Language (In which language the influencers should be).
- [3] Quantity (In how many videos their ADS to be posted)
- [4] Price (the Amt of rupees they pay per video to influencers).
- [5] Estimated views.
- [6] Time to upload ADS on their videos.
- [7] Category (cooking/gaming/education/entertainment etc.)

So, after seeing the post, the satisfied influencers will agree to the offer by clicking the (REQUEST AD) Option. Advertisers have (Accept/Decline) options to choose their influencers.

The back-end coding for this advertiser portal is given below.

```

# logininf.css # getstarted.css create.html register.html # register.css
loginadv.html > html > body > main > div.categories > ul > li
11 <body>
12 <header>
13 <div class="logo">
14 <h2>AdSow360 <br> Advertiser portal</h2>
15 </div>
16 <div class="search-bar">
17 <input type="text" placeholder="Search for anything">
18 <button>Search</button>
19 </div>
20 <div class="nav-icons">
21 <a href="#"></a>
22 <a href="#"> </a>
23 </div>
24 </header>
25 <div class="navbar">
26 <a href="#"><b>Home</b></a>
27 <a href="#"><b>Chat</b></a>
28 <a href="#"><b>Post Ad</b></a>
29 <a href="#"><b>Contact Us</b></a>
30 </div>
31 <main>
32 <div class="categories">
33 <h2>Popular Influencers</h2>
34 <ul>
35 <li><a href="#">Village Cooking Channel</a></li>
36 <li><a href="#">Madan Gowri</a></li>
37 <li><a href="#">Behindwoods TV</a></li>
38 <li><a href="#">Irfan View</a></li>
39 <li><a href="#">Parithabangal</a></li>
40 <li><a href="#">Tamil Tech</a></li>
41 </ul>

```

Fig 3: Coding of application

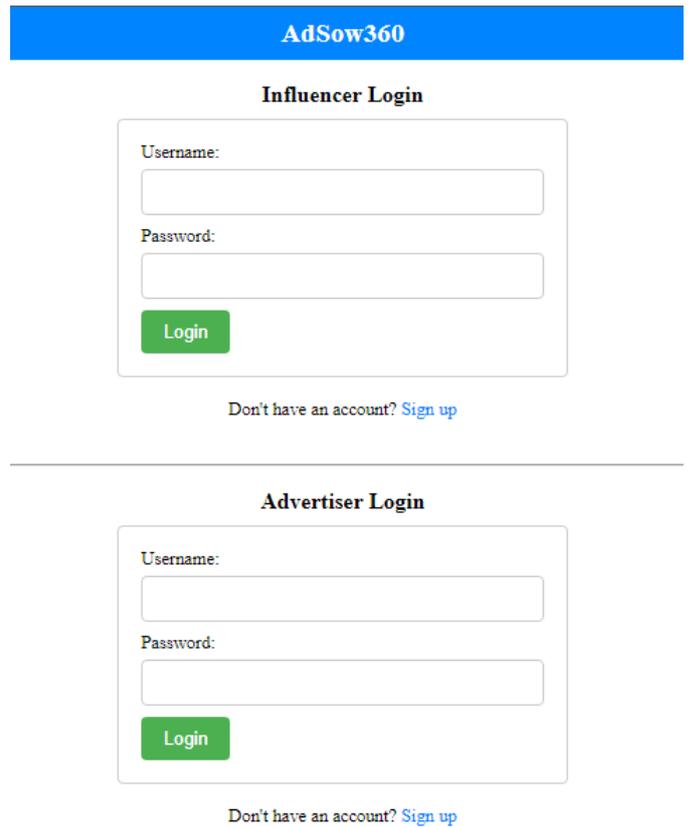


Fig 4: Application login page

3.3 Influencer Portal

The influencer portal also similarly contains identical icons on the header but allocates more spaces to scroll the Advertisements feed. The current advertisements will flow on feeds to display the most featured Ads for the influencer. It can also contain premium Ad pictures or videos in initial places for their attention. They can also able to do chat with advertisers by talking option. In this portal, an influencer can be able to add/update these things:

- [1] Profile photo, cover photo
- [2] YouTube channel links
- [3] Facebook account links
- [4] Able to agree to the offer from the advertiser, which they have posted their Ads in a feed.
- [5] Request A.D. option
- [6] Language of a channel
- [7] Estimated views per video
- [8] Channel category
- [9] Chat system
- [10] Payment gateway

Influencers have ranks based on their performance. The login portal for influencer and advertiser portal is shown below.

3.4 Application

In this region, both Advertiser and Influencer portals are interconnected in a single platform. And the name of this application is called AdSow360. It provides the initial home page for creating an account for both users. Advertisers and influencers can make their performances in this application by downloading or using the web online. The initial home is split into two portals: an advertiser portal and an influencer portal. If anybody does not have an account, they can create one by clicking on create account located on the last page of the webpage.

4. RESULTS AND DISCUSSIONS

This chapter describes the possible outcomes of interconnecting advertisers and influencers in the AdSow360 application. The possible way of interconnecting both of them is successfully done and the outcome of all the streams of this application is shown below:

4.1 Welcome Screen

Below is the front End of the welcome screen portal of an application; here they can GET STARTED by clicking the button or create an account by clicking the CREATE ACCOUNT button to get their separate account for their uses.



Fig 5: Initial welcome screen of an application.

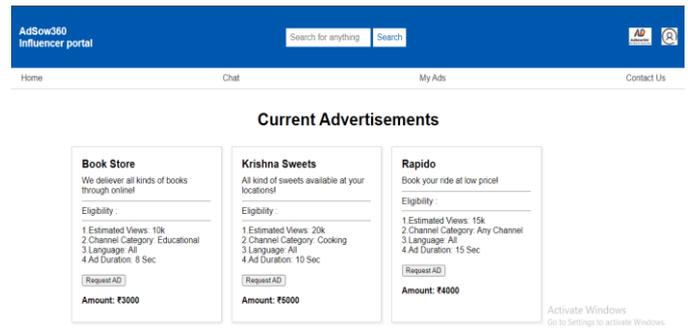


Fig 7: Influencer's portal preview

4.2 Advertiser Portal

The advertiser portal displays the influencers list and their channels. They can able to see influencers profile.

Popular Influencers

- Village Cooking Channel
- Madan Gowri
- Behindwoods TV
- Irfan View
- Panihabangal
- Tamil Tech

List of Paid Promoters



Behindwoods TV

Infotainment Channel
 Subscribers: 11M
 For business inquiries: work@behindwoods.com
 Language Category: All
 Total Views: 934M Views

Request Promotion



Madan Gowri

Information Channel
 Subscribers: 6.6M
 For business inquiries: work@MadanGowri.in
 Language Category: Tamil/English
 Total Views: 151M Views

Request Promotion



Village Cooking Channel

Cooking Channel
 Subscribers: 20M
 For business inquiries: work@Villagecookingchannel.in
 Language Category: Tamil
 Total Views: 58 Views

Request Promotion

Fig 6: Advertiser's portal preview

4.3 Influencers Portal

The influencer portal displays the advertisers list and their brands. They can able to see advertiser's profile.

4.4 Creating an Account

This is the page used to create an account and it requires users details to create an account.

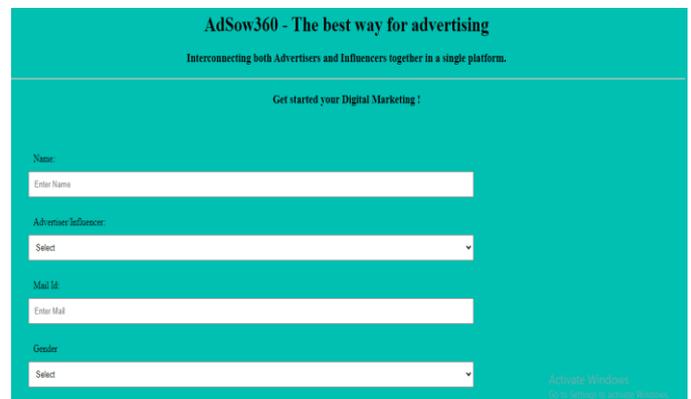


Fig 8: Creating an account Front End (a)



Fig 9: Creating an account Front End (b)

4.5 After Registration Success Pop-Up Message View

After creating an account, it will be registered and it display the registration success message in a popup view.

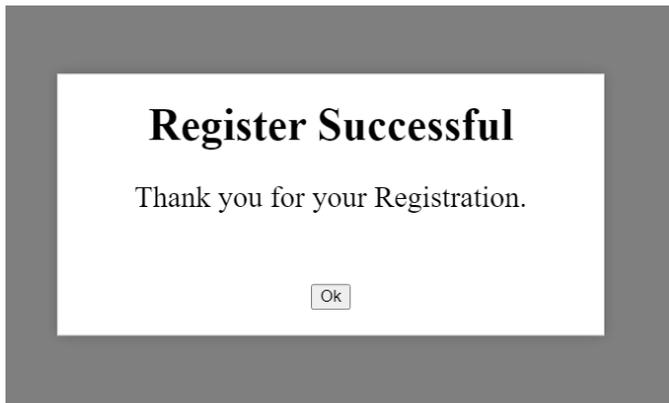


Fig 10: Registration success popup view

5. CONCLUSIONS

A video advertisement can be done in a good effective way in this manner. We have proposed to link video ads with relevant product/service information across YouTube or Facebook portals towards ad recommendation in a cross-media manner by developing a software web application to interconnect both advertiser and influencer together. Experiments have demonstrated the idea of our approach.

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BIOGRAPHIES



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