

AD Marketplace Advertisement Portal

☑ Description:

Scope of the project is to develop using Webratio the following component:

- Webratio Script Unit that can be inserted in a Webratio WEB Applications page that communicate with a centralize AD Marketplace Proxy Server using HTTP

The Script Unit will have Script Input parameters:

- CustomerIDs Mandatory
- String Optional
- Other options

The script unit will send an HTTP request to the AD proxy server to have info related what to do and which mechanism have to be developed When receive the answer it will provide all capabilities to display the ADs with banner and text ads, as well as innovative formats like BritePic?, InVideo? and Full Page.

- An AD marketplace Server Proxy will receive an HTTP request with the information related the request and will identify based on parameters and a DB lookup. The AD mechanism will be processed based on session/customer/rule defined

Portal will work for both PC and Mobile; Based on this AD Marketplace should collect info related statistics, Page impression, Clicks and present result using a web GUI.

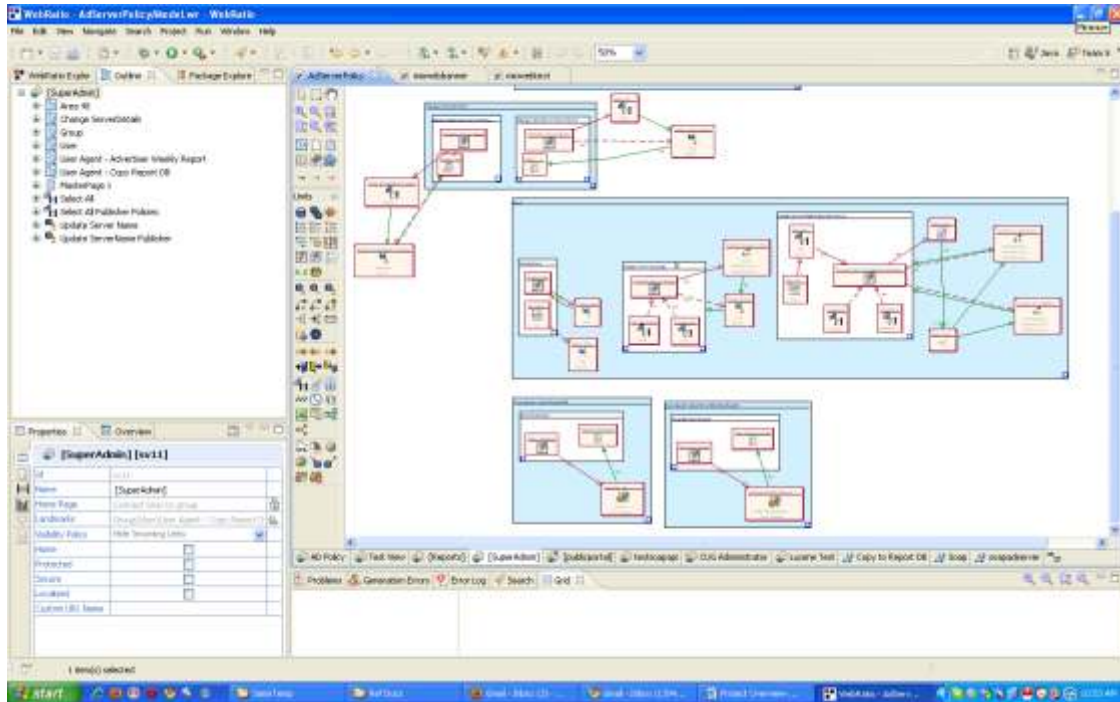
☑ Link : <http://ad.mobizme.net>

Main Features:

1. Support Text, Banner and Text, Banner, Flash Banner, HTML, Video, Banner and Text over Video Ads formats for pc.
2. Support Text, Banner and Text, Banner Ads format for mobile phone, serve ads depend on the mobile size and model.
3. Supports Text, Banner and Text , Banner Ads format for iPhone, with different actions of iphone like,
 - Click to Web
 - Click to Call
 - Click to Watch (Video)
 - Click to Listen (iTunes)
 - Click to Maps
4. Have exception features of Network aggregation and In House Ads
5. Supports Closer User Groups for advertisers and publishers
6. Provide Web Service for third party to manage advertisers and publishers through their site.
7. Provide rich reporting for advertisers and publishers to view their accounts details and for admin to view the statistic of site and of credit status.

☑ Technologies:

WebRatio: Model Driven development environment that allows modeling and automatic generation of Java Web interface applications.



Database: MySQL 5.x

Web Server: Apache Tomcat 5.5.x

Tools:

Wireshark: is a network protocol analyzer for UNIX and Windows

Features

Wireshark has a rich feature set which includes the following:

- Deep inspection of hundreds of protocols, with more being added all the time
- Live capture and offline analysis
- Standard three-pane packet browser
- Multi-platform: Runs on Windows, Linux, OS X, Solaris, FreeBSD, NetBSD, and many others
- Captured network data can be browsed via a GUI, or via the TTY-mode TShark utility

Google Analytics: (abbreviated GA) is a free service offered by Google that generates detailed statistics about the visitors to a website.

AdMob Analytics: is a free tool that helps mobile site owners gain insight into their traffic and site usage, Gain insight into critical details about visitors such as their location, their device, and their level of engagement with mobile site.

AdWords: is Google's flagship advertising product and main source of revenue

Presentation: JSP, JavaScript

Language: Java and Groovy