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# A Plugin Based Approach for Online Advertisement

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*Abstract: Today's scenario is full of, is in need of contemporary future, which is becoming technically an inevitable part of our life. The size and range of online advertisement is increasing more. Marketing grows more in online than before. Understanding the factors that influence online advertisement effectiveness is crucial. An internet broadcast model is what many major advertisers have been waiting for. The goal of advertisers is to make their ads more involving. Interactive advertising allows customers to become more involved because they initiate most of the action. There are different types of online advertising and it makes corresponding changes in consumers purchasing behavior. In this paper, we propose a new approach for online advertisement, plugin based online advertisement. In this approach, Plugin gives more easy way to purchase product. Each Registration can be used to compare many different merchants and it gives report to the user which merchant product is best to buy. It is secured than other methods. Information can be sending and receiving easily and effectively. Duplication of data is limited. Work speed will increase comparing to manual system. Quickly can retrieve data. The proposed system has both facilities used in older system as well as some additional feature and gives more Google map location and comments about the products. The proposed system has well secured screens and limited inputs.*

## I. INTRODUCTION

The main of the ONLINE ADVERTISEMENT system is to computerize all the activities carried out in it. this system is used to monitor all the products purchased systematically. this system is useful for all purchase stores to maintain their details. this system contains information about the goods or products in stock and products purchased by the users. if we want to view particular details, then it can be easily and quickly retrieve from the database and can view. using purchase form the users can be mapped and user can be mapped to many number of products with single invoice number. this system has province to view the total product sold with their invoice numbers.

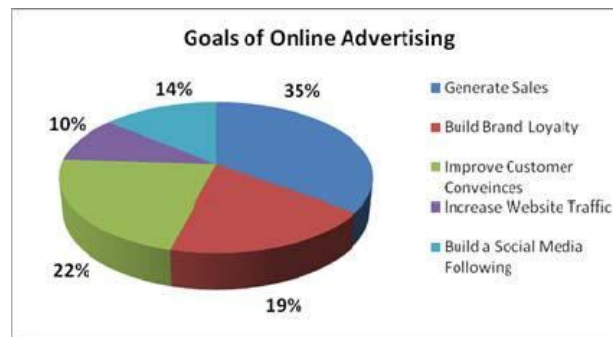
## II. TYPES OF ONLINE ADVERTISEMENT

- A. Floating ads: : A floating ad is a type of rich media Web advertisement that appears uninitiated, superimposed over a user-requested page, and pass from sight or becomes unassuming after a specific time period (typically 5-30 seconds). The most basic floating ads simply appear over the Web page, either full screen or in a little rectangular window. They may or may not supply a means of escape, such as a close button. More sophisticated versions can come in any shape or size and include sound, liveliness, and interactive piece.
- B. Supplement ads: These are ads that expand when users click on them. The ads do not expand just from mousing over hyperlinks, which is a technique used by some other organizer. They often take a long time to download, which in turn can separately impact the visitor's experience on that page. Polite ad formats were developed to address this objection by enabling advertisers to serve larger file formats without painful the load time for the rest of the images on the page.
- C. Wallpaper ads: An ad which changes the background of the page being viewed.
  - 1) Game Banner: A banner ad that attempts to trick people into clicking, often by imitating an operating system information.
  - 2) Pop-up: A new window which opens in head of the current one, displaying an advertisement, or full webpage.

## III. THE CORE CONCEPT OF ONLINE ADVERTISING

Online advertising is a type of mass communication which is based on popular form of advertising but expand its own communication planning in correlation with the new technical and medium based requirements. Broadly, online advertising is about delivering advertisements to Internet/online users via Web sites, e-mail, ad-promoted software and Internet-enabled smart phones

Examples of online advertising include contextual ads on search engine result pages, banner ads, Rich Media Ads, Social network advertising, interstitial ads, online private advertising, advertising networks and e-mail selling, including e-mail spam etc.



#### IV. BENEFITS OF ONLINE ADVERTISING

Online advertising, however, is much less expensive and reaches a much wider audience and will probably give you more profit than traditional advertising. It has a lot of choice that traditional advertising haven't even thought about. This new form of advertising gives such wide promise, that it makes your head spin: video pitch, advertising on social networks, mobile advertising, e-mail advertising, leading advertising, Google Search advertising and a plot more. These are the cream of linked advertising:

*A. Limited Expensive:* A main benefit of online advertising is that it has a much cheap price when compared with the traditional advertising costs. On the internet, you can advertise at a way more popular cost for a much wider house.

*B. Full Geographical Reach:* Online advertising gives your campaigns cosmic coverage, which helps your online campaigns reach more audiences. This will definitely help you achieve over results via your online advertising strategy.

*C. Precise Payment:* This is another appealing benefit of online advertising. In traditional advertising you have to pay the full load of money to the advertising agency, no thing the results. In online advertising yet, you have to pay only for the cabaple clicks, leads or impact.

*D. Easy Result Size:* The fact that it's so easy to measure makes online advertising more tempting than the traditional advertising methods. You can find a lot of useful data tools in order to measure online advertising results, which helps you know what to do and what not to do in your following push.

*E. More Intend Audiences:* In example with traditional advertising, online advertising helps you to easily reach the intend audience, which leads to your campaign's fame.

*F. Speed:* Online advertising is faster than any of the offline advertising activities and you can start sending out your online ads to a wider audience, the moment you start your advertising snap. So if you have a large targeted audience online at the time of start your online advertisements, then your ad will be provided to majority of the house in no time.

*G. Chatty:* In online advertising, the author is able to convey more details about the advertisement to the audience and that too at relatively low cost. Most of the online advertising drive are composed of a click- able link to a specific landing page, where buyer get more information about the product cited in the ad.

*H. Improved ROI:* Since online advertising is mainly focused on performance based payment, you ROI is sure to be far choice when compared with offline advertising. You can also evenly track and analyze the performance of your online advertisements and adjust

them so as to help your ROI.

I. Easy Gallery Engagement: Most of the online advertisement floor makes is easy for the audience to retain with your ads or products. As an advertiser we would be able to get more reply from the house and thereby improve the quality of our ads going forth.

J. Better Taint: Any form of advertising helps in fixing the branding and online advertising stands a notch high in improving the branding of your company, service or product. If your digital advertising push is well planned, you have the chances of getting your brand name reach virally over a better audience.

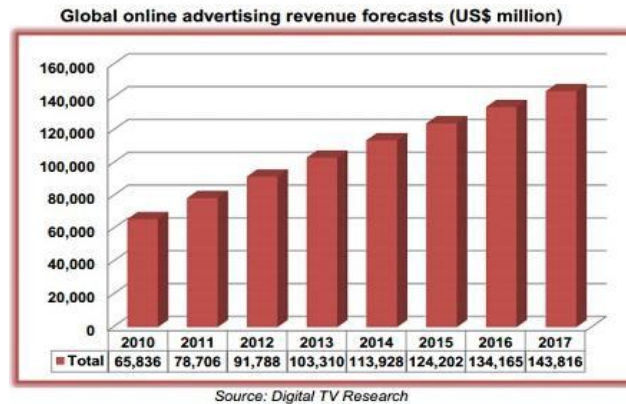
### V. MOST IMPORTANT ONLINE ADVERTISING OPPORTUNITIES

- A. Mobile Buying: This year we will see access to websites by mobile gear rival and surpass access by desktop and laptop status. Marketers are already taking advantage of this – \$32 million was spent on mobile advertising alone for the three months to September quarter in 2014, showing a 190 per cent year on year increase, and a 34 per cent increase on the June 2014 quarter. It's no longer enough to have a website that "looks ok" in a mobile zoo – your website should be responsive and targeted for what people may want to see on the go. Out-lineing search for mobile advertising and developing unique push for these environments is crucial.
- B. Social Media Buying: Social media will become an effective tool in the hands of discerning advertisers. Facebook in its promotional posts and offers last year, allow marketing within the mobile zoo, which is where the majority of users access Facebook. Promoted posts provide field with the ability to push a post out to not only fans, but 'lakes' of fans, increasing the reach dramatically. Offers allow businesses to present advertised offers which spread virally as people "accept" the offer acting as brand advocates for your brand by forward this to their ally. This is really only the tip of the iceberg. Social media is image to ramp up its revenue form activities. . This is in contrast with the traditional method of checking viewer-ship, and payment—based on "tell" equivalent to the number of connections to Yahoo!. As more and more sellers begin to doubt the effectiveness of broadcast advertising on the Internet that easily flashes banner advertisements, have to rely on different revenue sources. As a result, there will be reduced vent for broadcast-based advertising in the future. An second is try advertising.

### VI. EFFECTS OF ONLINE ADVERTING ON CUSTOMERS

Effects of online advertising on customers Online advertising techniques such as leading, pop-ups, and pop-unders are quite annoying to Internet users (McElfresh, C.; Mineiro, P. and Rodford, M. 2007). This is surprising because traditional media like television commercials has been long been criticized as being intrusive and the leader in advertising anger. However, researched indicated that online buyers are more goals oriented and judge online advertisements even more harshly than those in other media. The negative perception that buyer develop towards intrusive ads leads them to not return to that website. A Jupiter Research survey showed that 69% of users consider pop-ups annoying, and, further, 23% said they would not return to the site simple because of the ads (McElfresh, C.; Mineiro, P. and Rodford, M. 2007)[8]. With users needing instant gratification not being able to complete their goals while online is starting to diminish their reaction towards advertisements, company's sort and website environments.





## VII. OBJECTIVES OF THE STUDY

- A. To understand the core concept of Online Advertising.
- B. To Study the effect of Online Advertising on buyer Behavior.
- C. To know the importance of Online Advertising.

## VIII. CONCLUSION

There is a scope for further development in our project in terms of functionality of the software. By adding sales and other categories so that every stocks, sales and purchase can be done in single environment which will be more feasible for the users who use these. More than anything this project has given us great satisfaction in having designed an application. It computerized all the activities of the purchases very effectively and any information can be retrieved quickly. Thus, it saves precious time of the administrator as the system provides all the information quickly and that too in one place.

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