

## CS Masters' Thesis Defense

**Title:** *Advertisement Management System*  
**Speaker:** NEHA BANSAL  
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### **Abstract:**

It takes tremendous amount of effort in form of man-hours and money for advertisers to promote their product or service through the traditional advertising mediums such as press, billboards and television. With the advent of the Internet, marketing through the Internet opened new frontiers for advertisers as well as publishers. For advertisers to reach out to more people, it is important to tap the popular platforms such as Google search and social media like Facebook and MySpace. And for publishers, it's important to get as many ads so as to generate maximum revenue. In order to reach out to large audience, an advertiser ends up advertising same ads on different ad-servers. Many a times, an advertiser also plays the role of publisher. For such users, keeping track of the advertising campaigns across all the ad-servers and all publishing channels is a nightmare. The solution will consist of creating a consolidated system which allows advertisers to place ad on all major ad-servers and allows publishers to take ad from ad-server to display on one's website. This thesis provides a common platform to advertisers and publishers by creating a prototype that combines advertising and publishing through Google AdWords and Google AdSense respectively.