

## **Location Based Real Time Advertising System**

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Advertising is a single component of the marketing process. It is a part that involves getting the word out regarding the business, product, or the services the companies are offering. Advertising and marketing are key elements in a company's success. One cannot be used without the other. Advertising works based on statistics. So definitely there are some people who are not been reached through most advertisements. Providing advertisements to the relevant people who actually needed them is more productive. With the rapid growth of smartphone users in Sri Lanka, an opportunity is there to create a link between customers and businesses, making advertising more effective. Currently mobile advertising has become one of the fastest-growing advertising formats. However, the problem engaged with all of the formats including online advertising is that they are not actually giving priority for the customer's perspectives. Therefore, a system that is user friendly and allows the customers to search products according to their wish instead of viewing advertisements is more productive. This research is carried out to develop a framework between customers and companies who use Android OS based smart phones. Businesses can post advertisements tagged to specific geo locations and the customers can subscribe to the advertisements. The primary purpose of this research is to increase the productivity of advertising by giving real time location based experience to customers and also to companies. The customers can find the locations of a specific product in a short period of time without visiting each and every shop, and companies can share the advertisements with customers who actually need it in a cost effective way.

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