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Location Based Advertisement and Task Management

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ABSTRACT: Until recently, the primary means of offering discounts were through advertisements and vouchers. Text messages and posters were also utilized, but in the present day, it is necessary to advertise on a mobile device. It must be permissible for vendors to post and modify advertisements for users based on the interests of the client. This method is often used for advertising in sizable commercial malls and is inexpensive for digital advertising. It is used to locate the vendors' intended location and post adverts on customers' mobile phones. customers need to find more information quickly and easily. The information will be extracted by analyzing the contents of social networks is use to predict the advertising categories that show interest a particular user. The framework applies on location-based Task Management to filter advertisements based on location of user and shop. Reminders printed on paper are still helpful, but they are not very well- organized. Cell phone calendar- based electronic reminders are becoming more and more popular, however they are primarily triggered by time. Many times, chores may only be completed meaningfully at a designated location, so it would be helpful if reminders could only be sent out when the recipient is physically present at or close to the designated area. As a result, we create a location-based task management system for Android-powered tablets and smartphones in this research

KEYWORDS-component; advertising; LBS; mobile device

I. INTRODUCTION

Based on location Task management revolves around reality that we now always have a mobile device on us. And the majority of us cheerfully give our location data to the different apps we use. Advertisers now have the chance to target individuals with communications that are specific to their current location. Companies may deliver numerous messages to people based on their location in real time by using location data obtained from their mobile device. Imagine yourself walking through a West Country fishing village. An ad offers 30% off of pants at H&M displays as you're utilizing your phone for browsing. Wonderful. Within a hundred yards of wherever you are, there isn't an H&M. Ignored, but let's say you see the identical advertisement while strolling down Oxford Street and assume it's exclusive to the Oxford Street location. You're suddenly far more inclined to pay attention. Though the core idea is there, this is a pretty simplistic clarification, and there are many options enabling companies to become a lot more creative than that. Studies have previously shown that individualized communications receive higher levels of engagement than generic ones, and location- based customization is no exception. You may increase the likelihood that someone will see relevant ads by tailoring them to their location. It brings back memories of strolling along Petaling Street of Kuala Lumpur many years ago. When someone tried to sell me sunglasses, I was immobile. Apart from the fact that I was obviously already sporting the sets on my face, there was nothing strange about that. Making broad proposals for individuals in the hopes that they might be interested in what you have is just pointless. It makes a lot more sense to find out what interests them and then tailor your message accordingly. You can do it with location data. You can communicate to individuals in a style that is appropriate for their location and make offerings based on where they are. Here, users' social media accounts are used to gather personal data about them, such as their tastes in apparel, cuisine, and gadgets An International Meeting on Electronics, Communication, and Aerospace Technology. It is necessary to record user interests and concerns, such as job expertise, age, and status updates, in an online community database and retrieve user information from it as needed. The purpose of the promoting database is to gather and store user preferences and location data. The database also mines each user's social media profiles to categorize user profiles according to interests and displays relevant advertisements to users based on their location.by utilizing geo-location technologies, which assist in locating the specific storefront direction that appears as a mobile advertisement. The Geolocation-Based Detection of Location uses GPS data along with street or footpath information to identify the bus, foot, car, and building modes of transit. GPS tracking can be used to facilitate mobile learning. Three notions are defined by the GPS data: users, places, and actions within a certain site. This paper comprises a literature review that

provides information on the current Bluetooth technology-based technique. The issue definition and suggested solution are included in the next section, which also discusses the present technique utilized in this paper.Every company aspires to expand and build a loyal customer base. To achieve this expansion, a business must advertise or promote itself. Both more contemporary and conventional marketing techniques are used in advertising. Tablets and smartphones are replacing PCs and laptops as the most popular devices for IT services. Smaller gadgets are necessary for greater portability. Based on location Task Management is a novel advertising format that combines location-based services and mobile advertising. Using this technique, a consumer's location can be determined, and their mobile devices can display a locationspecific advertisement. This project's primary goal is to promote. These days, it's normal practice to draw clients' attention using advertisements or coupons. There are many other ways to advertise, including through radio, newspapers, websites, television, magazines, and mobile multimedia. Clients are those people who, with the help of these applications, can obtain information about a mobile phone's screen lock in less time. With the help of this initiative, users is going to be able to view advertisements based on their location. The location of the user will be gathered, and an advertisement will be shown on their mobile device in accordance .When you use these applications, advertisements will appear straight on mobile devices. the modification of mobile adverts by both consumers and merchants. Using the internet for advertising is simple.

II. MOTIVATION

A location-based task management system can help users prioritize and manage their tasks more effectively by providing tasks that are specific to their current location. By focusing on completing tasks that are relevant and timesensitive, users can increase overall productivity. Through the use of GPS technology, these systems can track the geographical location of users and provide relevant and contextual tasks based on their current position.Users may move swiftly from one job to another in the same location, which promotes efficiency and decreases the amount of time spent searching for necessary tasks.These systems have the ability to deliver messages and updates in real- time on tasks that are pertinent to the user's present location. This guarantees that users are informed about any modifications or newly assigned tasks, enabling prompt task completion. With location-based task management, users can organize tasks according to their current location. Task organization is aided by this, particularly for users who have several assignments to finish in several places. Users may quickly organize their activities and identify the most efficient methods to finish their duties by categorizing tasks based on geography. With location-based task management, you can stop making pointless trips and looking for tasks. It offers a streamlined approach to task management, saving users time and energy so they can concentrate on finishing jobs on time.An efficient and well-organized method of managing activities based on a user's physical location is the driving force behind locationbased task management systems. These systems boost efficiency, productivity, and organization through the use of GPS technology. They also offer real-time information and customized task recommendations.

III.   PROPOSED FRAMEWORK

Developing a personalized social network application to mine user interests is the aim of this endeavor. Social network sites are primarily concerned with the organization and categorization of online social networks for users who either share their interests and activities or are curious to peruse those of others. First and foremost, people utilize these networks to connect with one another and exchange ideas. Social media platforms are the welcoming spaces where people congregate and exchange ideas. to create a database of multiple web-based advertisements. Advertising databases provide sections for various devices, outfits, and cuisines that are arranged according to the interests and preferences of users. The user's categorized and preferred information has to be extracted. constructing a scheduler based on a server to obtain the current location.
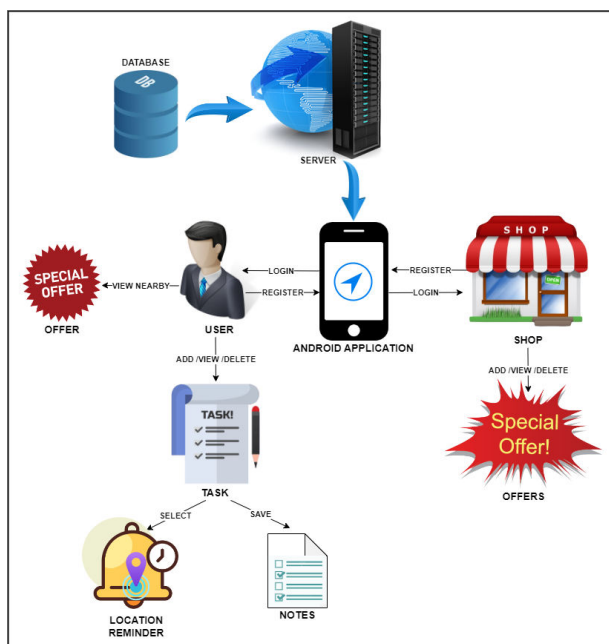
IV. CONCLUSION

In conclusion, the goal of this work is to develop an advertising system that uses GPS to identify the user, determines their preferences, and uses an Android application to tell them of their interest in a certain location. For online companies, web services are always creating new business prospects and streams of income. Targeting advertising or better targeting will result in lower advertising costs and expenditures and save the user's time in locating the located area of ads with the aid of GPS. Targeting also helps to increase the effectiveness of advertising by reducing the waste created by sending advertisements to consumers who are unlikely to purchase that product.A GPS□enabled device aids in locating the user's preferred location for specific advertisements in the location they wish to visit. GPS makes it possible to track a precise location anywhere on Earth by keeping an eye on the area, spotting locations, and alerting people when someone is looking for a specific site across a big metropolis, etc.One reminder at a time can be saved with an Android location-based task management application that was developed successfully. It was tested by storing addresses in various locations, and it produced the right result in the right position.

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