

A Real-time and Location-based Advertising Model

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Nowadays, advertising is seen as a vital part of business marketing. Sellers are engaging in various kinds of approaches to advertise their stores or products as more and more advertising models are available (e.g., Web advertising, Social Media advertising, In-app advertising). In the context of increasing competition, it is getting harder for shop owners to increase their markets and popularize their products. In many cases, shops do not get enough customer engagement even though they spend a lot of money and resources.

The main problems that many sellers currently face are as follows:

First, advertising is very expensive and there is a lot of potential for waste. Second, acquiring revenue usually takes a long time. Third, advertisements may not target the correct customers and the income will not be as expected. In light of the above problems, this dissertation describes an advertising model which aims to help small businesses (such as small retail shops, small restaurants or coffee shops) to improve advertising effectiveness and save money.

This advertising model is applied in a real-time and location-based mobile application which enables sellers to publish advertisements (information) within a specific area and then this information is automatically displayed to active target users immediately. This dissertation investigates the differences between the model and current existing advertising methods and how the new advertising model may bring benefits to small businesses, based on the platform of mobile application. The research was conducted in the context of a project – Soosokan, which is a member of Trinity’s innovation programme called LaunchBox. LaunchBox is a 3-month accelerator, open to teams of Trinity students with an early-stage business. It provides mentorship, connections, funding and the ideal collaborative environment to launch new startup ventures.

Data is collected from experiments, questionnaires and interviews to compare and evaluate the advertising model and show:

- The reasons why the advertising model applied in Soosokan application could benefit small businesses and the positive effects of this model.
- The feasibility of the advertising model and the applicability of this model to be employed in the Soosokan application.
- In general, the real-time and location-based application is widely accepted by the target customers, while these are still some functions of it need be improved.