

Managing and Monitoring the Flow of Ads on Selling Platforms

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Abstract. Online advertising platforms are an essential component of global marketing. With millions of users browsing daily, these platforms provide a dynamic environment for businesses of all sizes to promote their products and services. However, effectively managing and monitoring ad flow is becoming increasingly challenging in an environment characterized by competition and rapid change. The need and complexity of ad management on selling platforms stems from and focuses on efforts to optimize the processes involved in creating, publishing and monitoring online ads. Online ad platforms play a vital role in the marketing strategies of companies worldwide. With an ever-increasing number of users and competition, effective online ad management is becoming crucial to the success of a business. This topic is therefore highly topical and of considerable interest to researchers, practitioners and businesses [1]. The absence of specialized applications for managing and monitoring the flow of online advertisements in the Republic of Moldova represents an opportunity for the development of tools adapted to the local context. The implementation of such applications would support online sellers in optimizing their activities, contributing to increased performance and strengthening Moldova's presence in the global e-commerce market.

A dedicated online ad management app would allow sellers to optimize the performance of their ads, conduct detailed competitive analysis and make quick adjustments to market changes.

Puppeteer is used to automate and streamline front-end development and testing respectively. Using Puppeteer, it is possible to browse web pages, extract data and interact with elements on the page. This approach allows

gathering information from external websites for use in the application. Through Puppeteer, it is possible to create and run automated tests to verify application functionality and performance [2].

The "Scrappy" app is an innovative solution for managing and monitoring ads on various online selling platforms. The app specializes in collecting and organizing ads by categories, including cars, tech equipment, phones and laptops. With a modern and intuitive design, users have easy access to the basic tools needed to navigate and interact with ads efficiently. The data collection and organization process is handled automatically, without requiring constant human intervention. This provides users with a hassle-free experience with up-to-date and relevant information in real time. Through its advanced functionalities, "Scrappy" enables users to monitor prices, receive real-time notifications and make informed buying and selling decisions. These features add value to the user experience, facilitating decision-making and optimizing results.

This application is a useful and necessary tool in the context of the online classifieds market in the Republic of Moldova, contributing to streamlining the process of managing and monitoring the ads, as well as optimizing the sales and purchase activities on these platforms.

References

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- [2] Puppeteer Introduction Tutorial. https://www.tutorialspoint.com/puppeteer/puppeteer_introduction.html.