A case study on advertisement policies of Medical search Engine AQURNS

ANSHO Yhsnedh Bahnsnhd, Department of Medical Science, Rivers State University, Port Harcourt

HUJSOS Sohesh, Department of Medcial Management, Moscow Road, Port Harcourt.

OWHSH Shash, Department of health Science , Rivers State University, Port Harcourt.

ABSTRACT:

As artificial intelligence is growing day by day in each field of universe, it also changes the scenario of the digital marketing architecture and structure of all browsers like google, yahoo, Cent browser, AVG security browser, Torch browser, UC browser. For sensing the impact of artificial intelligence, every browser company has implanted 100 -100 artificial intelligence engineering team for each browser company. In this paper, a case study on changing environment on the basic architecture and structure of AQURNS browser is presented. In this study, technical, logical and engineering point of view is discussed of said browser.

Keywords: Artificial Intelligence, AQURNS browser

I.   INTRODUCTION:

It need more focused approached with respect to client, not with respect to searching persons as financial model is based on client only. So it has to understand that both are separate thing and should work individually and executively.

II.   Scope of Artificial Intelligence:

Artificial intelligence is the new technical term for this century which has changed the entire technical, logical, behavioral and function structure of every web based company infrastructure. Now a days it is well known term for technical world. It is a revolution for next generation which is helping food industry, software industry etc. This technology basically grap the information of human being and future work as per the saved information.

III.   AQURNS:

It is web browser same as other one google, yahoo, Cent browser, AVG security browser, Torch browser, UC browser. It is free web searching which financial structure based advertisement model. It has no any mailing networking service like google. Its expenditures are as follows:

I. Technology Team

This team basic structure of pyramid. It imagine the structure of project and divide into specific team for giving the development team.

II. Development Team

Development team basic duty is to develop the project units given by technology team. All unites will be independent and can work and test independent.

III. Module combining team

This team's task is to merging the different modules which was designed for particular task. It merges and test the final complete projects and give the feedback to the development team. Also keeping in loop with design team for confirming the outcome of the entire project. It is a time bounded process based team.

IV. Web searching team

Basically, it relevant to the searching algorithm of the browser which aim is to make it best in competitive in the industry for attracting more customers of the same domain.

V. Current affair team

The task of this team is relevant to design the synopsis for development team for enhancing the latest searches.

VI. News portal login team

It belongs to generic search division for making the browser upto date in the making scenario. Its prospective to focus on particular generation point of view.

VII. Business and Development team

Basically, it is the main core persons who involved for getting business of environment. It creates requirement, execution and synopsis for the entire company.

VIII. Artificial sensing and feeding team

As discussed earlier, that software world has changed 360 degree due to this terminology. So this team is for generating environment for artificial intelligence and machine learning for design team, development team, business development team, marketing team and financial team.

IX. Capacity building team

The task of this team is to maintain the competitiveness and positive approach of the employee. Target is to improve the performance of each unit with respect to outcome of the project or company in broader aspect.

X. Advertisement model development team

This is the final product which works technically on the ground of how company owner will advertisement on this browser?

- How ads will be displayed on the browser?
- How they will maintain the sence of searchers on browser?
- How outcome of any company will be displayed to customer?
- How search keyword work?
- How searcher term engages with search keywords?
- How positive and negative keywords will be entered into of adgroups or campaign level?
- Count to clicks?
- Cost per Click model?
- Impression based model?
- Tool and setting of the advertisement model?
- Advertisment preparation module?

- Image and video based ads design?
- Time module which will enable the showing data of particular time range or weekly or monthly wise.
- Conversion aspects
- Location module decides where it to be shown with particular ad?
- Assests: Site link, callout extension, call extension, snipped extension

Recommendation: This tab enables all the new features to improvements the campaign or to maintain the hygiene of the account.

Insights: This tab shows the relevancy of of your ad with respect to other ad groups.

Search Tearms. It shows the list of keywords which users are typing for whioch your ad is showing on search engine.

Landing pages: It shows the link where user will reach after clicking of the ad.

Setting: Setting tool is for maintaining the adv at account lavel or campaign level by the company
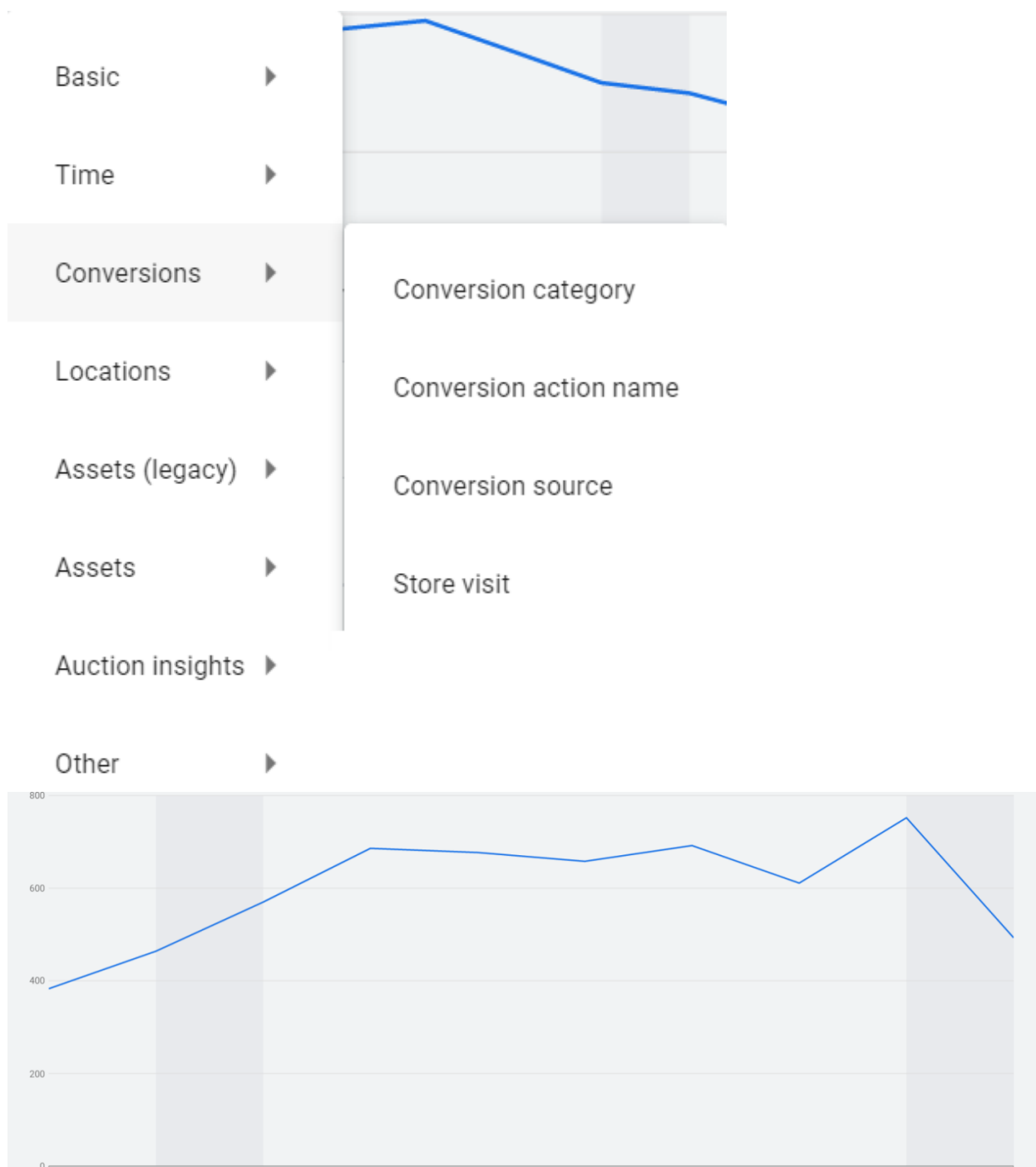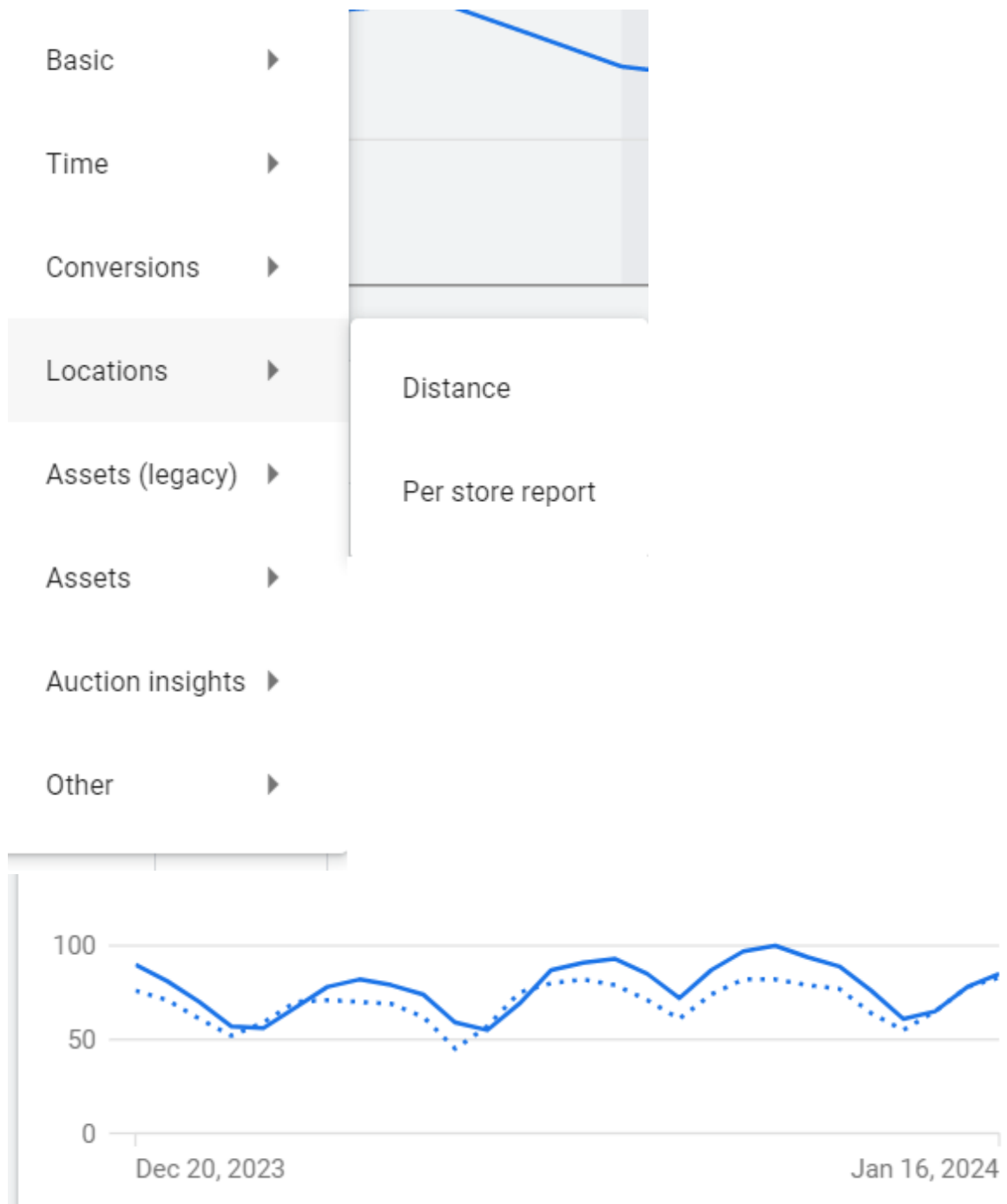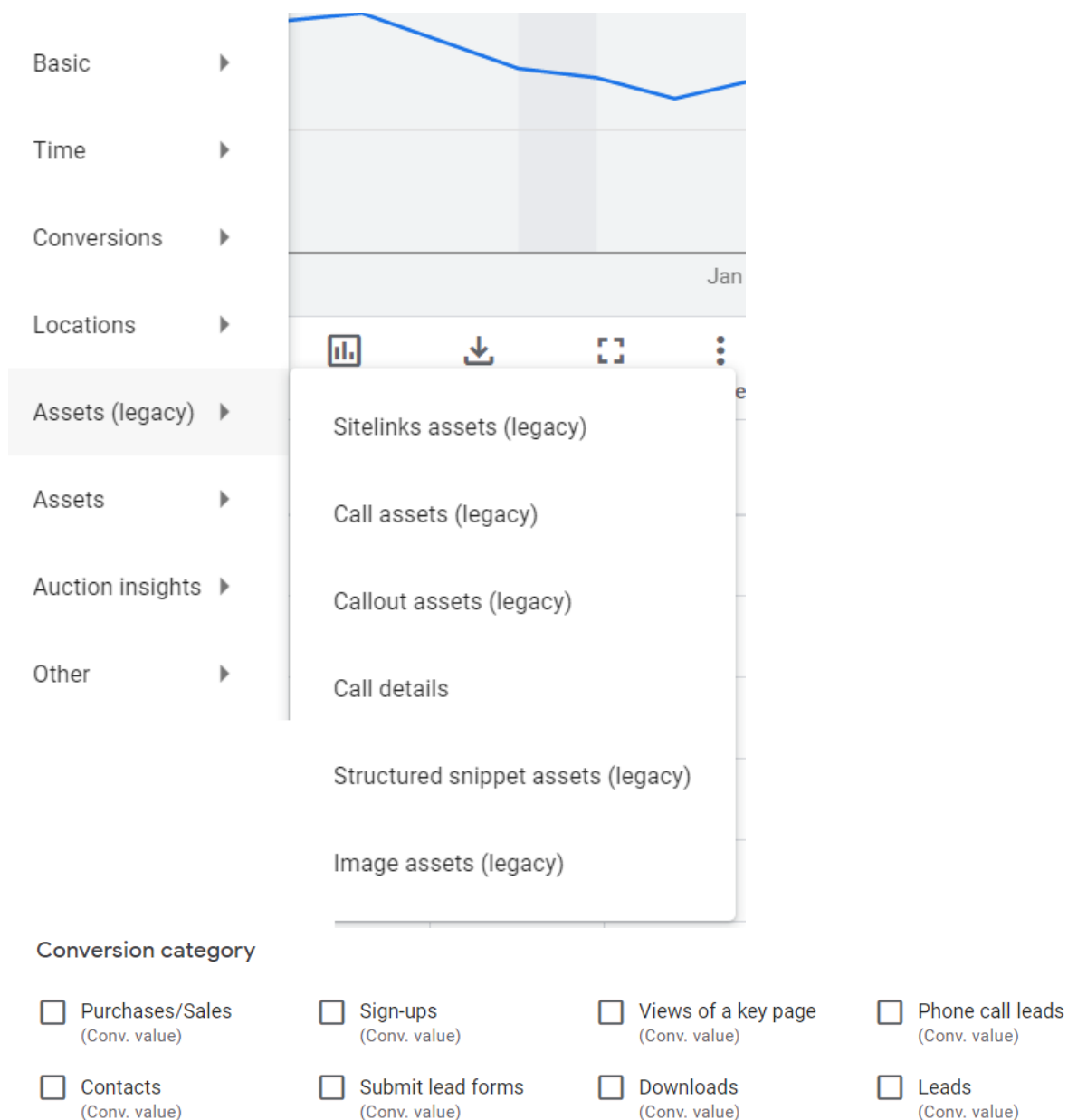
Pic 1: Basic Structure
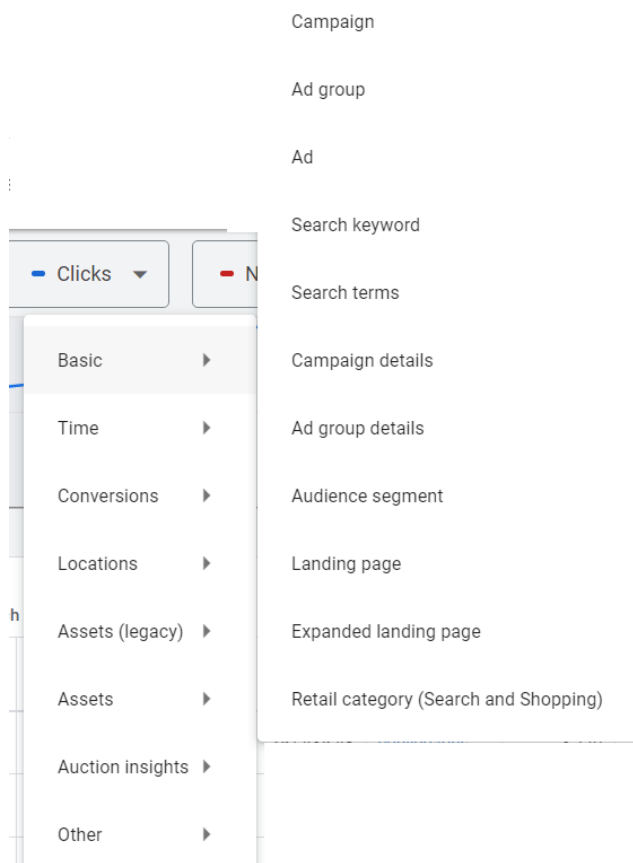
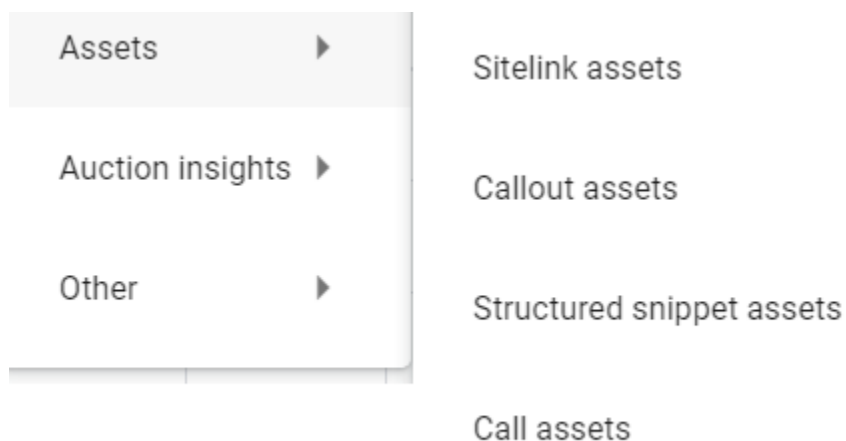Pic 2: Time Structure
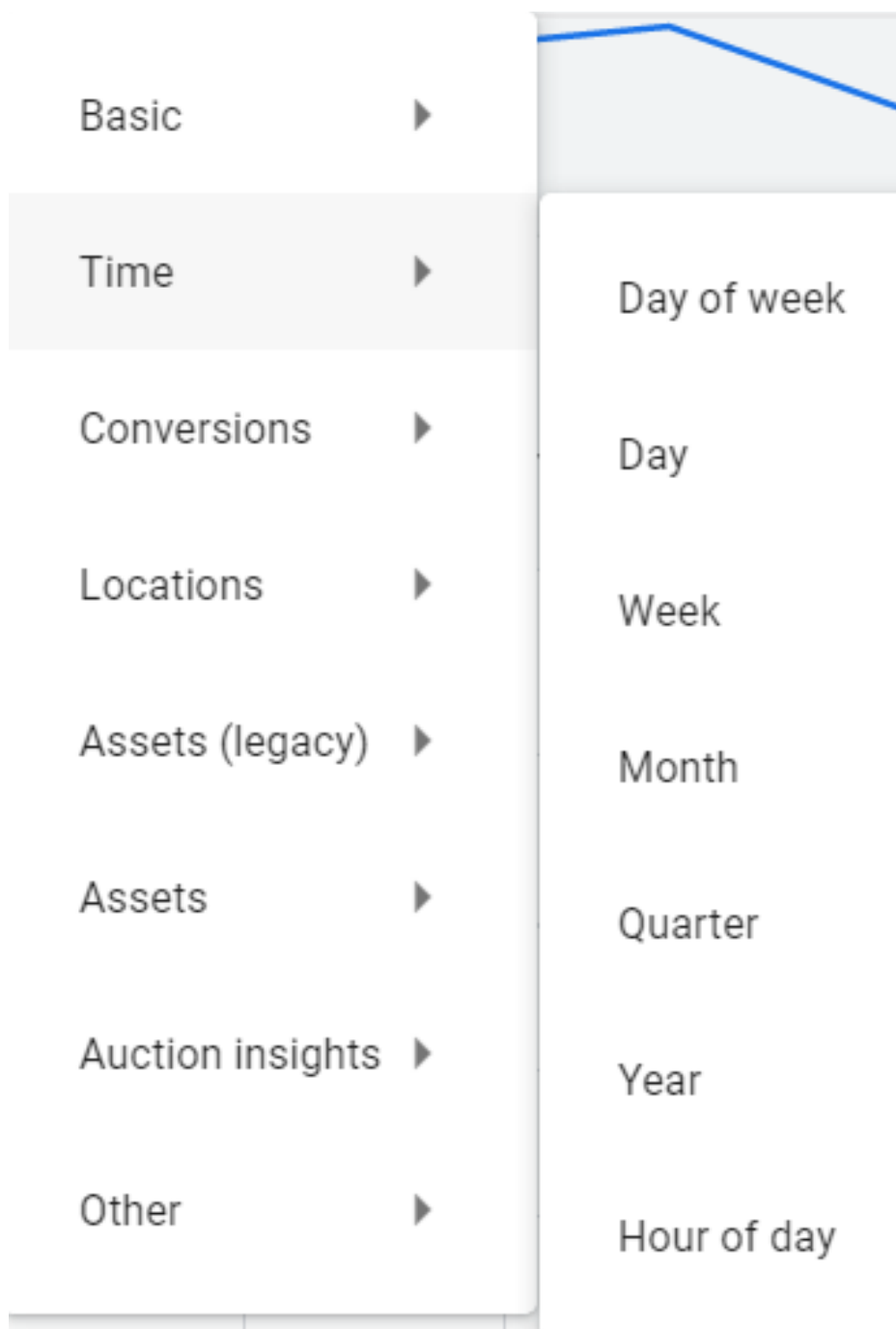
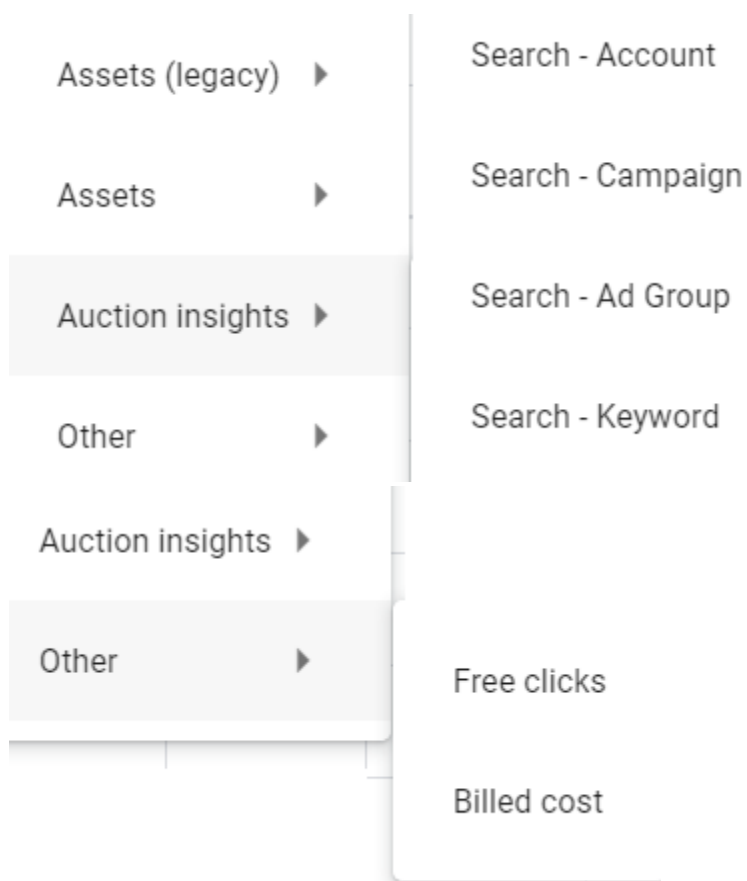Pic 3: Conversion structure

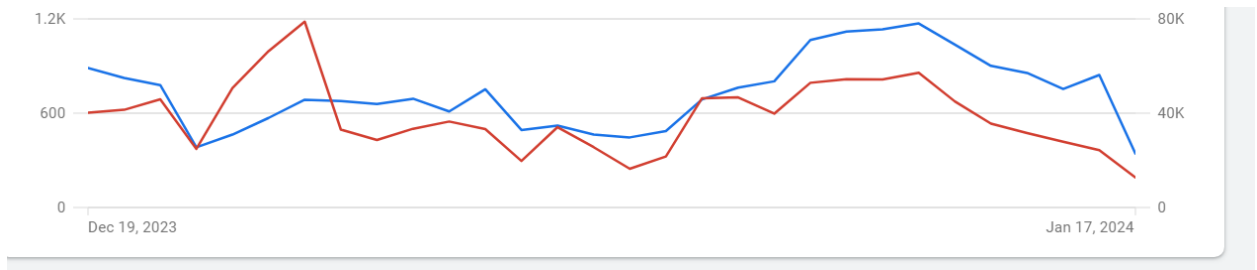Pic 4: Location Structure

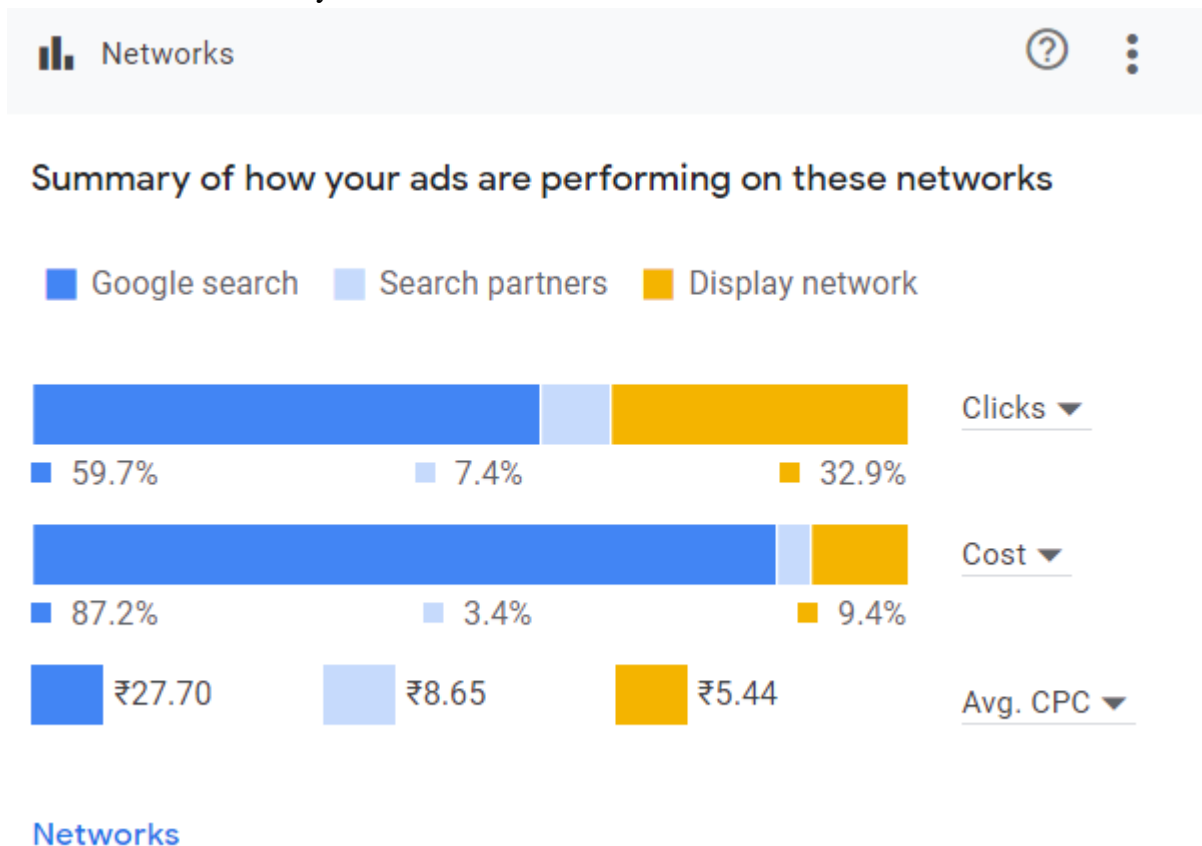Pic 5: Assets (legacy) structure

Pic 6: Assets Structure

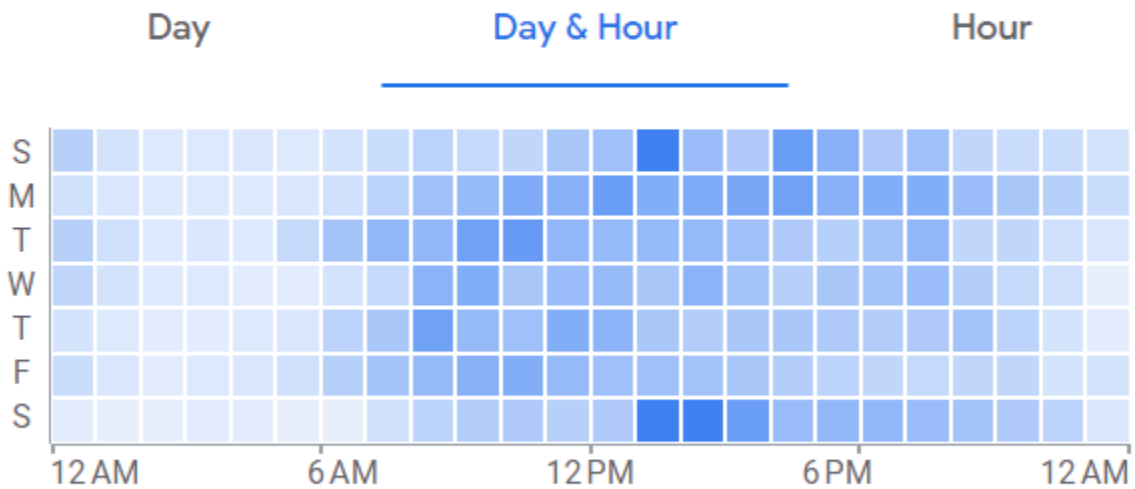Pic 7: Aution insights structure

Pic 8: Chart for time frame

Pic 9: Network summary

Pic 10: Weekly day wise & time wise performance

Pic 11: Conversion status
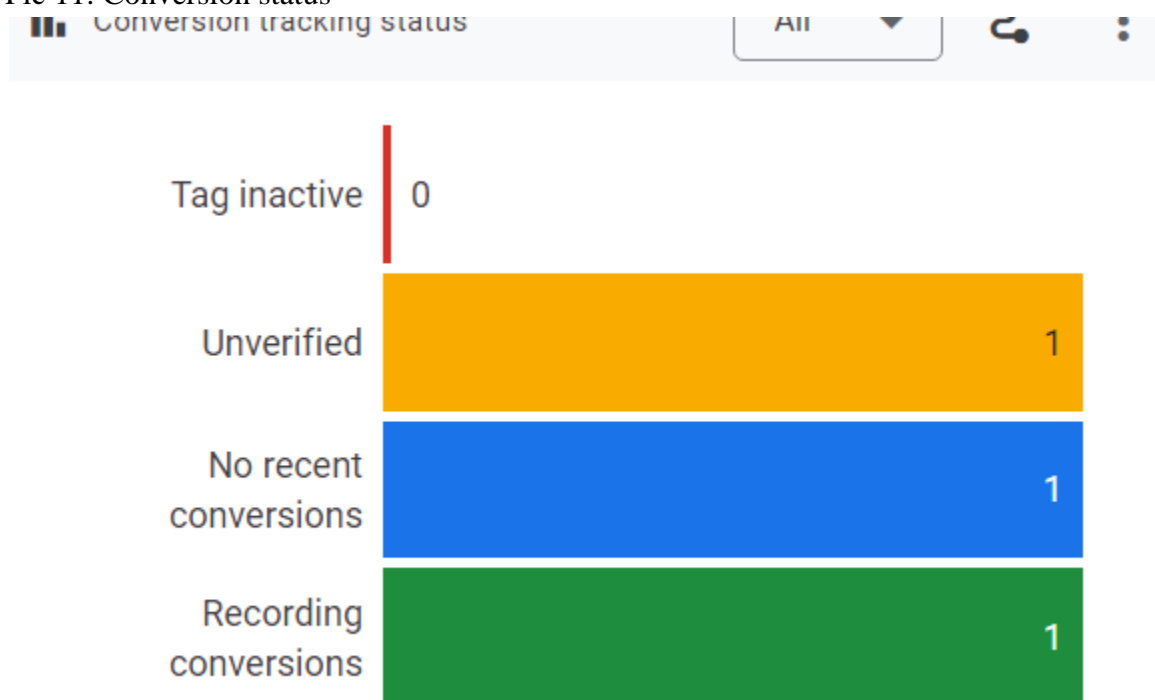
Pic 12: Click based model

Pic 13: General metrics

General metrics

- ☑ Clicks
- ☑ Impressions
- ☐ CTR
- ☑ Avg. CPC
- ☑ Cost
- ☐ Conversions
- ☐ Conv. value
- ☐ Cost / conv.
- ☐ Conv. rate
- ☐ Conv. value / cost
- ☐ Actual ROAS
- ☐ Search impr. shar
- ☐ Impression share
- ☐ Phone calls
- ☐ Interaction rate
- ☐ Interactions

Pic 14: Measurement & setup

Measurement

Conversions

Google Analytics

Attribution

Setup

Business data

Policy manager

Access and security

Linked accounts

Google tag

Preferences

Google Merchant Center

Content suitability

Pic 15: Shared library & bulk actions
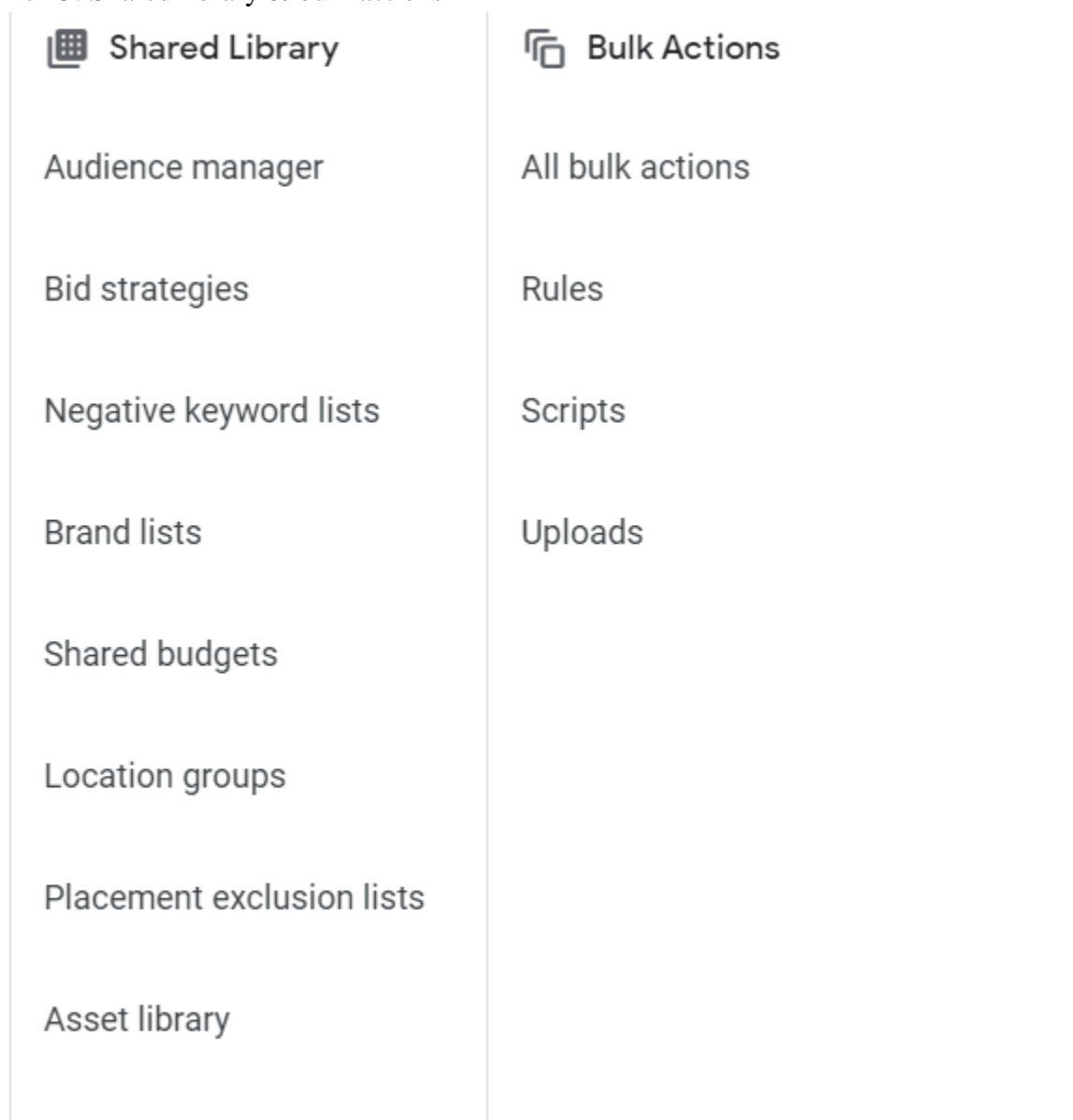
Pic 16: Conversion tabs
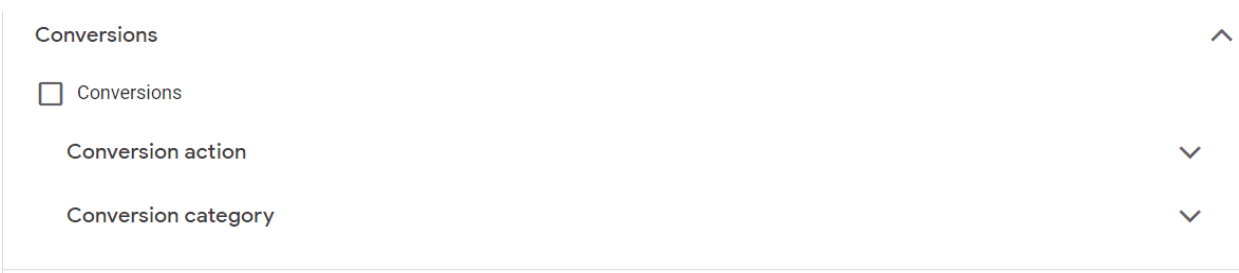
Pic 17 Planning

Planning

Performance Planner

Keyword Planner

Reach Planner

Ad Preview and Diagnosis

App advertising hub

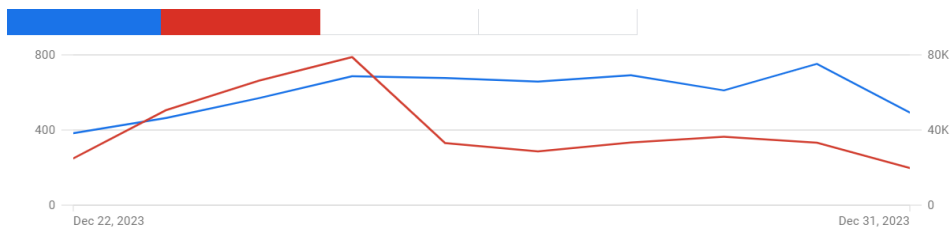Pic 18 : Appurtenance

Use new design
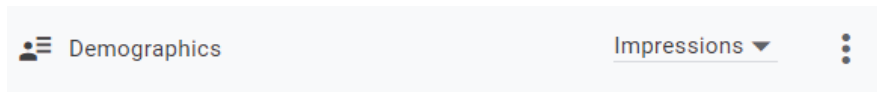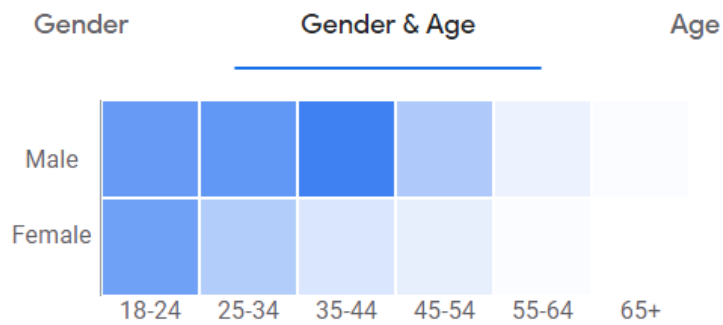
Display spacing (beta)

Large

Medium

Small

Extra small

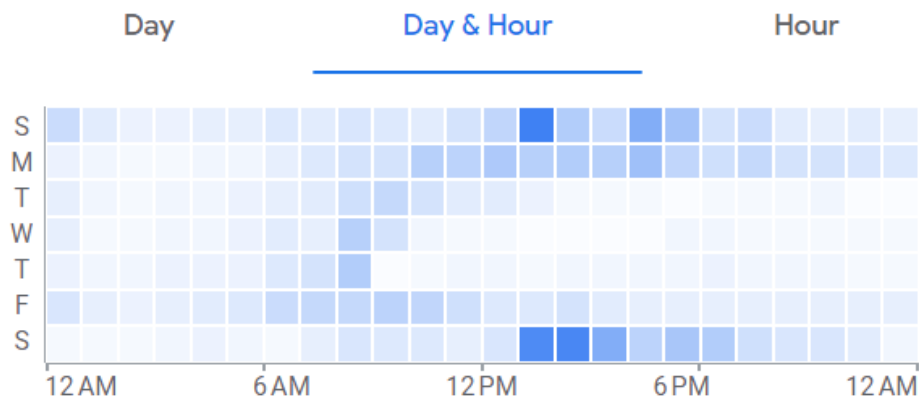Pic: 19 Chart with date frame

Pic : 18 Distribution with respect to age

Pic 20: Performance

XI.   Financial structure team

This team aim is to maintain the expenditure and budgeting of the system

XII. Policy processing team

It is basic unit of administrative team

XIII. HR team

IT belongs to internal employee welfare and recruitment

XIV. Competitor advertisement monitoring team

This team monitors the other competitors work and give feedback to design and development team.

XV. Country specific taxes monitoring team

XVI. Internal audit team

XVII. External audit team

XVIII. Government guidelines supervising team

XIX. Management structure

XX. Alternate emergency design and development technical modules

It helps on the spot for any glitch occurring in live project and poit out & resolve the issue temporarily. Than final report gives to development team for final correction.;

XXI. Test and testability team

It is a major and important subject for testing the project on each unit of time. For final approval it need atlest 1 lack + test cases. Test cases used to generate automatically. Only after passing all test case, testing team give green signal to live it.

XXII. Outcome review team

It is top management for discussing each and every thing.

Conclusion:

It is AI based model of architecture which helps to approx 60 % automatic advertisement on search engine but it need more focused approached with respect to client, not with respect to searching persons as financial model is based on client only. So it has to understand that both are separate thing and should work individually and executively.

Reference:

1. S. William et. Al. "AI based search approached for medical education", IEEE Journal of Medical Science, May 2020, Vol 78, Issue 5, 156-168
2. R. Eshesg et. Al. "Approach towards RDFSH system", IEEE Journal of Progressive medical research, August 2021, Vol 57, Issue 8, 541-565
3. S. Goenka et al. "Search engine for FSMA Mecicaltechnology" Springer Journal of health simulation, January 2016, Volume 21, issue 1, 850-872