

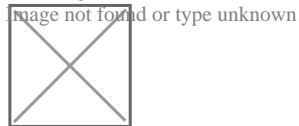
phpAdsNew

URL



https://www.php-resource.de/script/PHP-Scripts/Advertising--Banner-Management/phpAdsNew_15939

Produktbild



Description

phpAdsNew is an open-source ad server, with an integrated banner management interface and tracking system for gathering statistics. With phpAdsNew you can easily rotate paid banners and your own in-house advertisements. You can even integrate banners from third party advertising companies.

Banners, buttons and much more...

phpAdsNew can handle different types of banners in various sizes. Thanks to our flexible delivery engine it can handle regular banners and buttons, pop-ups, text ads, DHTML banners and much more. phpAdsNew is the only ad server that can handle tracking of Flash banners which aren't specially prepared.

Targeting and capping

Thanks to an advanced targeting system phpAdsNew can deliver different banners based on many different parameters, such as keyword, IP address, domain, weekday, hour of the day, language, browser or operating system. It is even possible to combine these parameters and use logical operators to create very specific situations in which banners are delivered. In addition to this it is also possible to limit the delivery of banners based on how often a banner is already shown to a specific visitor and how long since the visitor last saw the banner.

Statistics

Advertisers are able log in into the user interface and view statistics about how their banners are performing. Apart from a simple overview, they can view monthly, weekly, daily and hourly statistics. Advertisers can also export reports in CSV format for use in Microsoft Excel.

License

phpAdsNew is released under the General Public License (GPL), which means you can use it for free. That's right, free for both commercial and personal use. In addition to this you are also allowed to modify phpAdsNew to make it do exactly what you want. Do you want to know the exact conditions, please read a copy of the GPL.

Requirements

Because phpAdsNew is created in PHP and MySQL it can be used on many types of servers, including Apache running on Linux, BSD or MacOS X, Apache running on Windows, and Microsoft IIS. The only requirements are that PHP and MySQL are installed on your webserver.

Details zur Anzeige
