

Building the "Vanesa" e-commerce product and the banner builder feature.

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Abstract: This topic focuses on building the e-commerce product 'Vanesa', specifically implementing the banner builder function to enhance online advertising efficiency. In the context of the increasingly developing e-commerce market, issues related to banner design and management are becoming important. The objective of the topic is to build a system that automates the banner creation process while optimizing user experience on the 'Vanesa' platform. The research method combines theory on user interface design with experimental implementation of the function. The topic is expected to provide a flexible solution for small and medium-sized enterprises, contributing to promoting the trend of digitalization in online advertising.

Keywords: E-commerce, Banner builder, Advertising optimization