ABSTRACT

A system and method for managing advertisement by use of advertisement and sanitary paper is disclosed in order to change current advertisement marketing management models. Members are recruited and a database about the members is built by an advertisement and distribution manager. The data about the members are analyzed and classified. Enterprises are recruited and a database about the enterprises is built based on the analysis of the data about the members. Assigned by the enterprises, the advertisement and distribution manager prints advertisements on sanitary paper. The advertisement and distribution manager notifies the members of collecting the sanitary paper. Finally, the advertisement and distribution manager provides the enterprises with basic information or questionnaire data about the members in order to finish two-way advertisement marketing management. The advertisement and distribution manager improves advertising effects by means of letting the members read the advertisement on the sanitary paper.



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