MICHIGAN STATE
U N I V E R S I T Y

Alpha Presentation
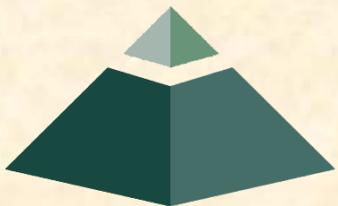## Real Time Ad Campaign Management

The Capstone Experience

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Spring 2017

From Students…
…to Professionals

Project Overview

- The recommendation engine helps automotive campaigns target potential buyers while avoiding advertising to those not interested in buying a new vehicle

- Process various offline and online marketing data and recommends campaign improvements

- Campaign managers have the option to implement recommendations to their campaign using an intuitive interface

System Architecture
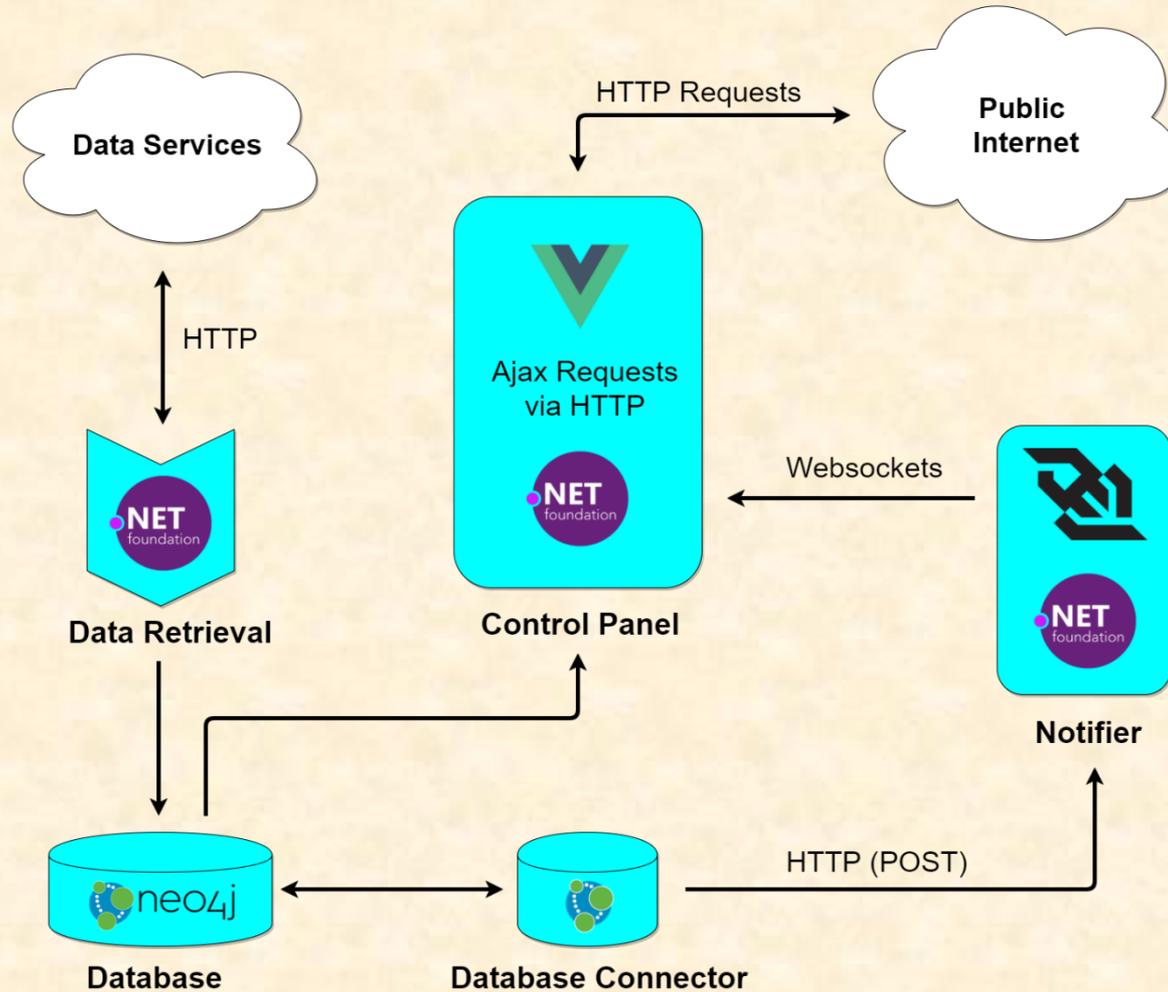
Campaigns Page

Account Log In

Create Campaign

Database Visualization Sample
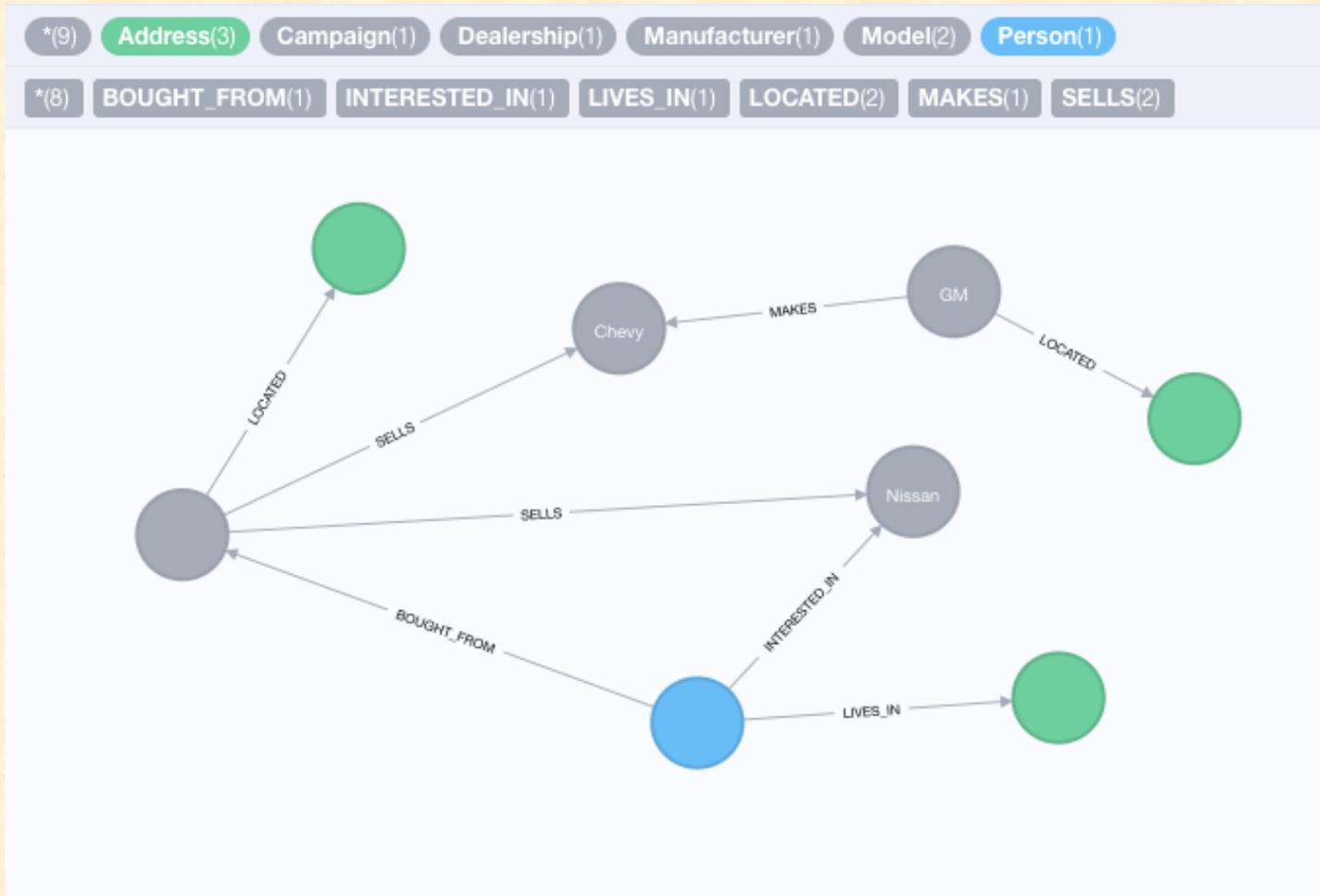
What's left to do?

- Continue to design front-end

- Finish modeling our data

- Create queries to predict which potential buyers will fulfill campaign specifications

- Build data retrieval service and notifier

Questions?