

**MICHIGAN STATE**  

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**U N I V E R S I T Y**

# Beta Presentation

## Real Time Ad Campaign Management

### The Capstone Experience

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*From Students...  
...to Professionals*

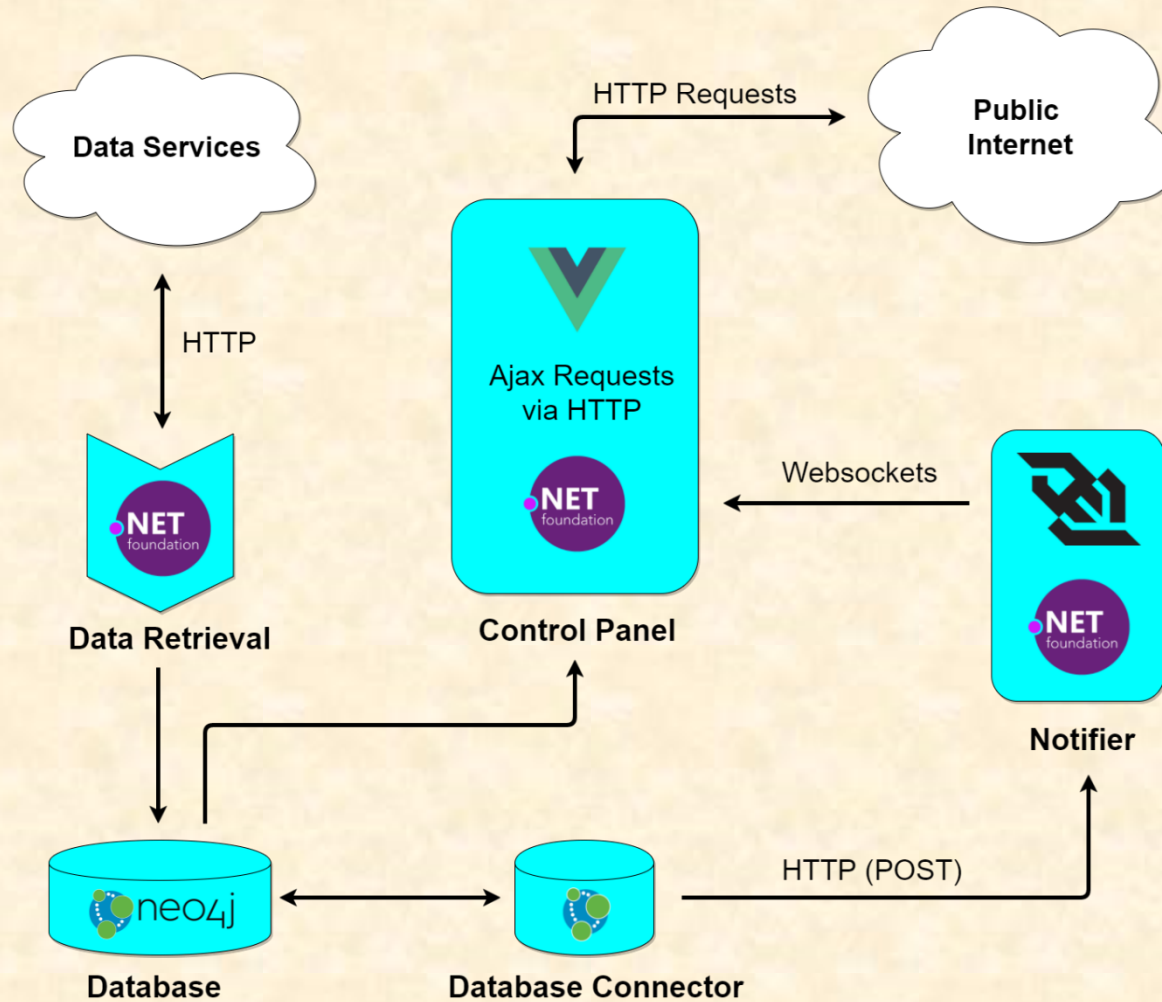
# Project Overview

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- 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



# Create Page Select Brand

How to take a screenshot on your Mac - Apple Support

URBAN SCIENCE Create Manage List

## Company

Available Brands

- Cadillac
- Chevrolet
- Chrysler
- Dodge
- GMC
- Hyundai
- Infiniti
- Jeep

Available Segments

- Mitsubishi
- Nissan
- RAM

Company Details

Geographic Details

Campaign Details



# Create Page Select Segments

The screenshot shows a web application interface for creating an ad campaign. The browser address bar indicates the URL is localhost:5000/Campaigns/Create. The application header features the 'URBAN SCIENCE' logo and navigation links for 'Create', 'Manage', and 'List'. A sidebar on the left contains three menu items: 'Company Details' (selected), 'Geographic Details', and 'Campaign Details'. The main content area is titled 'Company' and is divided into two columns: 'Available Brands' and 'Available Segments'. The 'Available Brands' column lists various car brands, with 'Nissan' highlighted in green. The 'Available Segments' column lists various vehicle categories, with 'Trucks - SUV Compact' highlighted in green.

**Company**

**Available Brands**

- Cadillac
- Chevrolet
- Chrysler
- Dodge
- GMC
- Hyundai
- Infiniti
- Jeep
- Mitsubishi
- Nissan**
- RAM

**Available Segments**

- Trucks - SUV Compact**
- Trucks - CUV Compact
- Trucks - CUV Mid-Size
- Car - Subcompact
- Car - Sporty Compact
- Car - Alternative Power
- Car - Compact
- Trucks - Van Full-Size
- Trucks - Van MiniVan
- Trucks - Pickup Compact
- Trucks - Pickup Full-Size
- Trucks - SUV Mid-Size
- Trucks - SUV Mid-Size
- Car - Large
- Trucks - SUV Large
- Car - Mid-Size



# Create Select Geography

The screenshot displays a web application interface for creating a campaign. The browser address bar shows the URL `localhost:5000/Campaigns/Create`. The application header features the 'URBAN SCIENCE' logo and navigation links for 'Create', 'Manage', and 'List'. The main content area is titled 'Geography' and contains a map of the United States. Three states in the Midwest (Michigan, Indiana, and Ohio) are highlighted in green. To the left of the map is a sidebar with three items: 'Company Details', 'Geographic Details', and 'Campaign Details', each with a green dot. Above the map is a 'Select all States:' checkbox, which is currently unchecked.

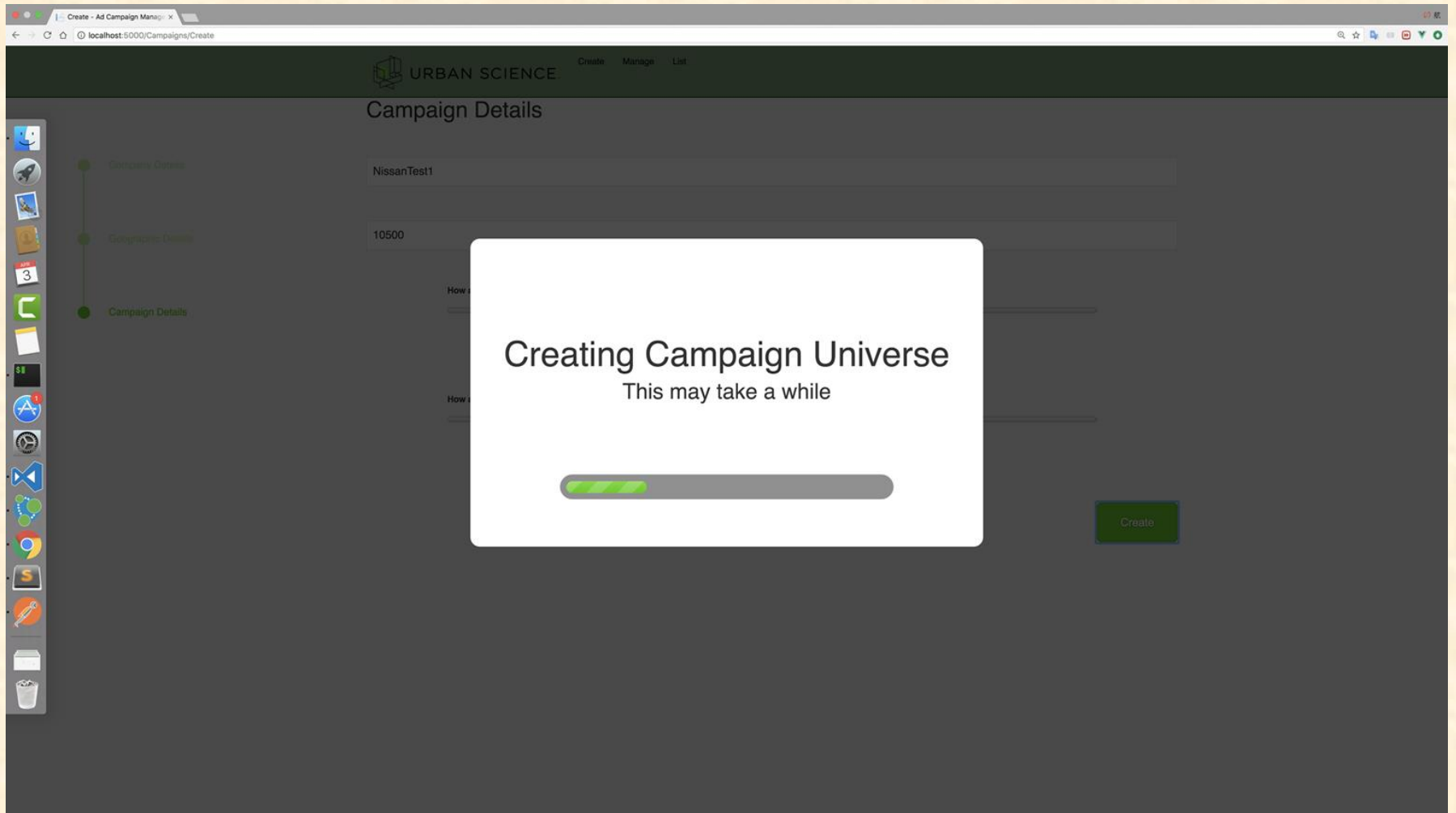


# Create Page Final Details

The screenshot displays a web application interface for creating a campaign. The browser's address bar shows the URL `localhost:5000/Campaigns/Create`. The application header includes the 'URBAN SCIENCE' logo and navigation links for 'Create', 'Manage', and 'List'. The main content area is titled 'Campaign Details' and features a sidebar with three sections: 'Company Details', 'Geographic Details', and 'Campaign Details', with the latter being the active section. The form contains the following elements:

- A text input field for 'Company Details' containing the value 'NissanTest1'.
- A text input field for 'Geographic Details' containing the value '3000000'.
- A slider control for 'How aggressively to drop Exposures?' with a value of 25%.
- A slider control for 'How aggressively to drop Defectors?' with a value of 50%.
- A green 'Create' button located at the bottom right of the form.

# Create Page Loading Bar





# Manage Page

The screenshot shows a web browser window with the URL `localhost:5000/Campaigns/Manage/Of62423f-11b7-45ee-9bf6-0a08d2c8bbf3`. The page header features the "URBAN SCIENCE" logo and navigation links for "Create", "Manage", and "List". The main content area is titled "Manage Nissan's NissanTest1" and includes three buttons: "Take Suggestions", "Save Changes", and "Export List".

Under the "Suggestions" section, there are two checkboxes: "Always Take Suggestions" (checked) and "Automatically Email List" (unchecked). Below these are four action items, each with a "Go" button:

- Drop 200 people and add 193 new ones
- Raise Exposure Aggressiveness to 67%
- Drop Defection Aggressiveness to 34%
- Raise Target Exposure to 40,000,000

The right side of the page features a large empty graph area with a vertical axis labeled "25". Below the graph are four sliders with corresponding input boxes:

- Percentage to Drop:** Slider set to 68, input box contains 68.
- Percentage to Add:** Slider set to 38, input box contains 38.
- Exposure Aggressiveness:** Slider set to 67, input box contains 67.
- Defector Aggressiveness:** Slider set to 34, input box contains 34.

At the bottom center, there is an "Exposure Volume" input field with a value of 4000000.



# What's left to do?

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- Improve CSS
- Improve dataflow
- Add more data



# Questions?

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# So What Does It Do?

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Exports a list which is a highly efficient marketing tool. This list contains names and contact information of people and could save a company millions of dollars by more efficiently marketing to a specific group of people, no longer wasting resources on inefficient marketing.

