Alpha Presentation
Real Time Ad Campaign Management
The Capstone Experience

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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

[Diagram showing the system architecture with components such as Data Services, Public Internet, Control Panel, Database, Database Connector, and other related elements connected with HTTP and Websockets.]
# Campaigns Page

<table>
<thead>
<tr>
<th>Campaign</th>
<th>ID</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campaign 1</td>
<td>001</td>
<td>Dodge</td>
</tr>
<tr>
<td>Campaign 2</td>
<td>010</td>
<td>Dodge</td>
</tr>
<tr>
<td>Campaign 3</td>
<td>011</td>
<td>Dodge</td>
</tr>
<tr>
<td>Campaign 4</td>
<td>100</td>
<td>Dodge</td>
</tr>
<tr>
<td>Campaign 5</td>
<td>101</td>
<td>Dodge</td>
</tr>
<tr>
<td>Campaign 6</td>
<td>110</td>
<td>Dodge</td>
</tr>
<tr>
<td>Campaign 7</td>
<td>111</td>
<td>Dodge</td>
</tr>
</tbody>
</table>
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?