

عنوان مقاله:

Categorizing Online Advertisements with Machine Learning Models

محل انتشار:

مجله تحقیقات علوم داده های کسب و کار، دوره 3، شماره 1 (سال: 1403)

تعداد صفحات اصل مقاله: 9

نویسندگان:

Mohammad Taghi Taghavifard - Department of Management, Faculty of Management and Accounting, Allameh Tabataba'i University, Tehran, Iran

Pegah Farazmand

Khatereh Farazmand - Department of Health, Faculty of Health, Shahid Beheshti University of Medical Sciences, Tehran, Iran

Saeedreza Jadidi - Department of Mechanical, Industrial and Aerospace Engineering, Concordia University, Montreal, QC, H3G 1M8, Canada

خلاصه مقاله:

Advertising segmentation, also known as audience or market segmentation, constitutes a critical facet of marketing. It involves subdividing a large target population into more manageable groups or segments. By employing advertising grouping, businesses can tailor content and keywords to each group of advertisements, thereby enhancing the effectiveness of their marketing efforts. This project explores two machine learning models for advertising grouping, achieving an impressive efficiency rate of over 90%. The study encompasses a dataset of 2000 online advertisements divided into five advertising groups, with 1600 data points used for training and 400 for testing. The results indicate that the Support Vector Classifier (SVC) and Linear Regression (LR) models perform well in the categorization of advertisements. Advertising segmentation, also known as audience or market segmentation, constitutes a critical facet of marketing. It involves subdividing a large target population into more manageable groups or segments. By employing advertising grouping, businesses can tailor content and keywords to each group of advertisements, thereby enhancing the effectiveness of their marketing efforts. This project explores two machine learning models for advertising grouping, achieving an impressive efficiency rate of over 90%. The study encompasses a dataset of 2000 online advertisements divided into five advertising groups, with 1600 data points used for training and 400 for testing. The results indicate that the Support Vector Classifier (SVC) and Linear Regression (LR) models perform well in the categorization of advertisements.

کلمات کلیدی:

Machine Learning Models, Advertising Segmentation, Target Audience, Online Ads

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