Project Summary

Traditional advertising formats on mobile devices suffer from poor click through rates and are considered to be invasive and non-intuitive for the end user. At present, industry experts are advocating a new advertising format called Native Ads. However, there isn’t sufficient metric to validate the effectiveness of this new advertising format. The goal of this project is to develop two Android applications to evaluate the implementation of Native Ads against traditionals Ads (Banners) as well as analyse the performance of both these formats. Both apps will serve different categories (Productivity and Entertainment) in the Google Play Store. We will use advertising SDKs from two popular advertising platforms, Facebook and Yahoo.

Students

Akshay Pushparaja

Akshay is a graduate student at Carnegie Mellon University majoring in Mobility. He is an ex-startup founder and has over 3 years experience in Investment Banking domain. Akshay has won an Apple Watch hackathon hosted by [ifwe.co](http://ifwe.co/) and ChimeHack2 hackathon during summer 2015. His field of interest is Mobile Application development, Web App development and cloud computing.

Vinay Ramkrishnan

Vinay is a graduate student at Carnegie Mellon University doing masters in Information Technology with a specialization in Mobility. He has over 3.3 years of experience in Mobile App development and has worked and built a lot of apps on Android for phones, tablets , wear , TV and Glass. He actively participates in Hackathons and Tech Meetups and recently was a finalist at the LinkedIn HackDay Event. Mobile, Wearable and Web Development are his areas of active interest.