

Social Media Ads Classification

Social media ads are versatile advertising option that allows you to build specific campaign on different social media network. Each campaign can be built to meet variety of different business goal at relatively low cost. Based on the data that different platform are able to acquire about their users. Social media ads are able to offer highly personalized and relevant content this can expand conversion opportunity to introduce the brand to more potential customers.

Social media represent beneficial channels for marketers, business promoters and consumers. To acquire continuous revenues and more active customers, key business players should understand the behavior and purchase preferences of buyers. In this project classifying social media ads means analyzing social media ads for finding the most profitable customers for your product who are more likely to buy the product by using machine learning tools.

Link:https://colab.research.google.com/drive/15joRYa1Ae1XsTg2m7_H6U_r6awjysmOf#scrollTo=1s6zirHoJGhJ