Paper Title

Author(s) Names here

Email Addresses

Abstract

*1 sentence explaining the purpose and importance of the work. 1-2 sentences describing the methods. 2-3 sentences describing the results and conclusions.*

Introduction

State the purpose and explain the importance of the work.

Solutions

Describe the solution formulation.

Describe the solution implementation.

Provide the model evaluation metrics if the statistics or math models are used.

Results

Describe the optimal budget plan for each digital driver and audience type.

Justify the optimal budget plan.

Conclusions

Summarize the results.

Discuss the limitations.

Discuss the recommendations for the next step.

References

Cite the references here