ABOUT

Imagion

In the world of Instagram advertising, users currently rely heavily on intuition in deciding which image to post in an advertisement. There are no prominent decision-making tools available that allow advertisers to take an objective look at the “quality” of a given image. This leads to a significant amount of wasted budget on suboptimal ads or A/B tests where time and money are wasted on subpar ads.

Imagion allows you to quickly and efficiently obtain an objective score corresponding to the calculated quality of a given image. Prior to deciding upon an image to use in an IG advertisement, advertisers can run the images that are in consideration through Imagion in order get scores for each image that factor into their image decision-making process. Imagion is not only limited to advertisers, but helpful for influencers, celebrities, entrepreneurs and everyday users.

Your Pictures

Get your pictures ready for Imagion

[more](http://35.185.122.37/about)

We Analysis

Upload pictures and we analyze

[more](http://35.185.122.37/about)

Get Insight

Get score/ranking of pictures

[more](http://35.185.122.37/about)

Our Team

We are final-semester students in the UC Berkeley MIDS program and Imagion is our capstone project. We were intrigued by this project idea as Instagram users. We found that advertising in this “new media era” relies heavily on social media. Due to time constraints we decided to focus on static media—images. [add brief introduction of project development phases] . Hopefully after graduation we can extend our work to other media as well.

Haroon[add introduction]

Roiana created and implemented the scoring algorithm for images, performed data exploration, used the Google Vision API to extract the features of images and performed feature analysis, and developed the function that connects the model to the server. Outside of MIDS, Roiana is an economist at a bank in New York, and has always loved Math, Statistics and programming. She loves to watch basketball, listen to music and podcasts. Roiana was born and raised in Jamaica, but has lived in New York for the last 9 years.

Sue took the responsibility of data exploration and data visualization part. She is super interested in deep learning and data visualization. Sue loves photography and has a cute bunny named Puffy.