

1) Purpose of the Ad:

1900 ads annotated by one of the following tags.

- FUNDRAISING
- LISTBUILDING
- PERSUASION
- MOBILIZATION

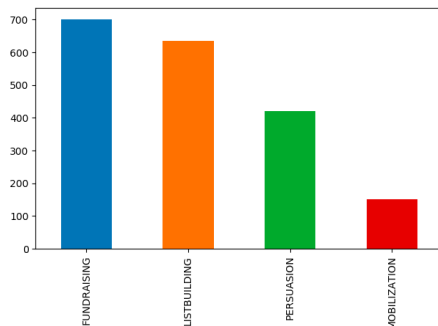


Fig1) Examples are available at the end of this report I would recommend reading the examples to get a better understanding of the task.

1-1) Results

Primary Results of the purpose of the ad classification using the content-based features using (Ngram) and SVM

	Precision	recall	f1-score	support
FUNDRAISING	0.45	0.98	0.62	549
LISTBUILDING	0.67	0.32	0.43	526
MOBILIZATION	1.00	0.01	0.02	125
PERSUASION	0.58	0.16	0.25	326
avg / total	0.60	0.50	0.43	1526

accuracy: 0.498034

Tested: Decision Tree, Logistic Regression, LibSVM

Summary: unigram and SVM.

* Annotation needs to be clarified by Jeremy since there are many cases not feasible to distinguish between the purposes of the ad, most of them seem FUNDRAISING to me!

2) Ad Target:

2-1) List of targets automatically parsed from the "About this Facebook ad" as follow

About This Facebook Ad
One reason you're seeing this ad is that Planned Parenthood wants to reach people interested in Feminism, based on activity such as liking Pages or clicking on ads.
There may be other reasons you're seeing this ad, including that Planned Parenthood wants to reach women ages 25 to 40 who live or were recently in the United States. This is information based on your Facebook profile and where you've connected to the internet.
gear
Manage Your Ad Preferences
Tell Us What You Think
Was this explanation useful?
Yes
No
Thanks for your rating.
infoLearn more about Facebook Ads



```
[{"target": "Age", "segment": "25 to 40"}, {"target": "MinAge", "segment": "25"}, {"target": "MaxAge", "segment": "40"}, {"target": "Interest", "segment": "Feminism"}, {"target": "Region", "segment": "the United States"}, {"target": "Gender", "segment": "women"}]
```

2-2) Target:

List of the unique targets:

Activity on the Facebook Family', 'Segment', 'Agency', 'Language', 'Gender', 'Website', 'Interest', 'Age', 'MinAge', 'MaxAge', 'Engaged with Content', 'Retargeting', 'State', 'List', 'Like', 'City', 'Region

2-2-a) Ad Target (13 targets):

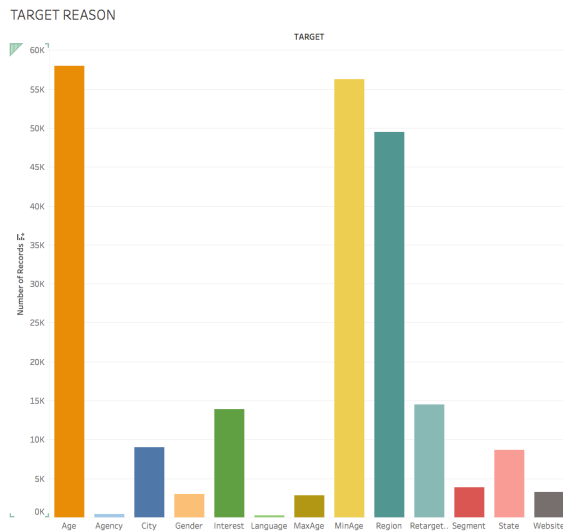


Fig2) Among the existing target categories Age, min Age, and Region are the top three common categories.

2-2-b) Age (top 10):

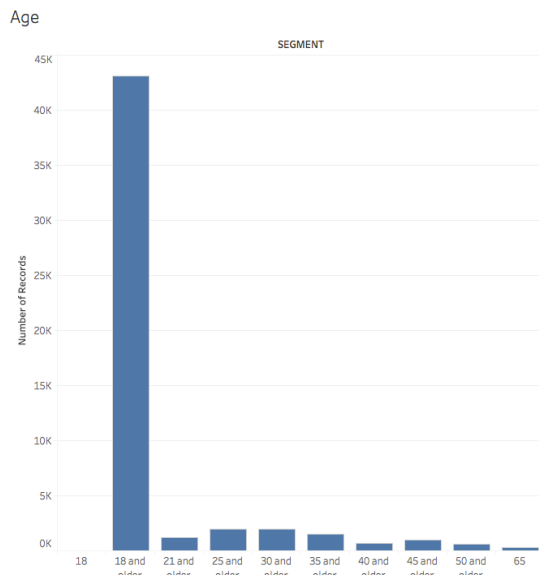


Fig3) More than 80% of the users, which have age information, could have been possibly targeted because they were 18+.

2-2-c) Gender

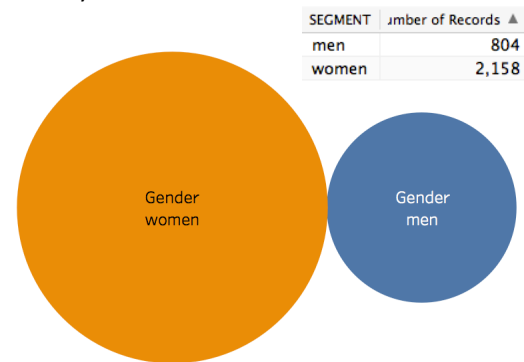


Fig4) Women targeted 2.6 times more than men.

2-2-d) Interest

Interest based on activity such as liking pages or clicking on ads. This is an interesting finding that the most of the top records are oriented toward democratic groups.

SEGMENT	Number of Records
Democratic Party (United States)	1,023
Bernie Sanders	773
Barack Obama	744
Planned Parenthood	466
Politics and social issues	428
American Civil Liberties Union	297
s rights")	250
Environmentalism	249
Elizabeth Warren	233
Politics	227
Sustainability	220
Republican Party (United States)	191
MoveOn.org	171

2-2-e) Segment

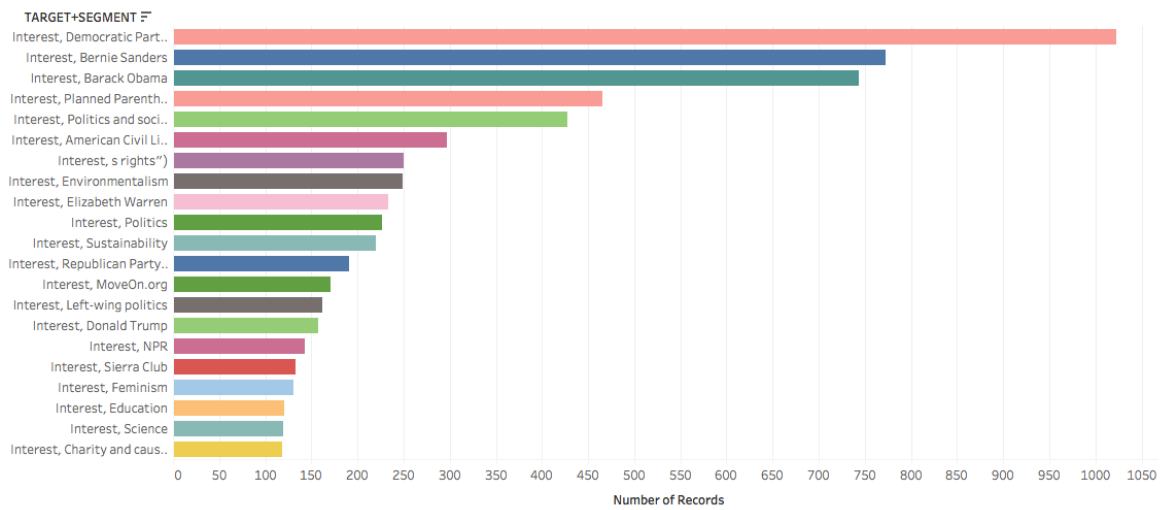


Fig5) The definition of segment is similar to “Interest” also number of records for democratic relevant ads are relatively high in comparison to others.

2-2-f) States:

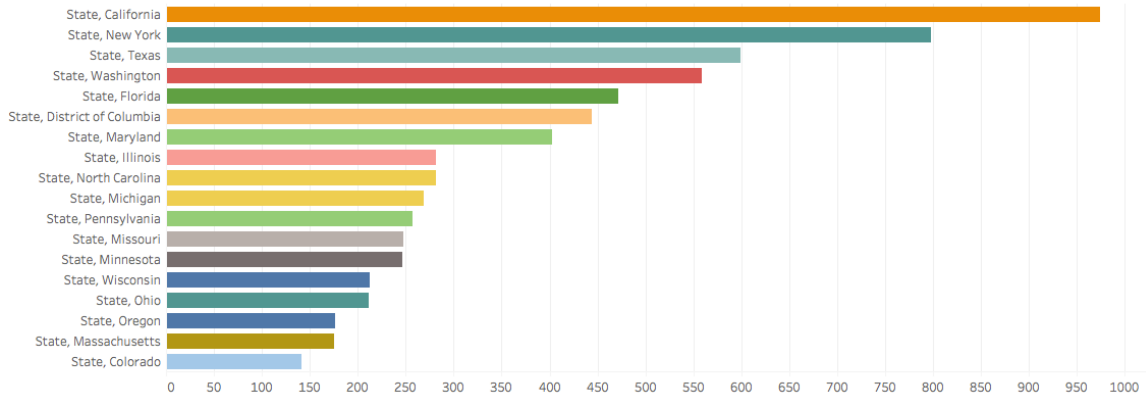


Fig6) Based on demographic information people who live or were recently near that state.

Some examples of purpose of the ad texts with corresponding label:

Fundraising

Planned Parenthood Action Sponsored · Paid for by Planned Parenthood Action Fund. ·
👉 Donate today — in Mike Pence's name 👉 Since the election more than 200,000
people have made a donation to Planned Parenthood Action Fund in Mike Pence's
name. Donate in his name today and help fund our fight in 2018 and beyond! -0:09
Planned Parenthood Action Sponsored Give in Honor of Mike Pence Posted by Planned
Parenthood Action 1,207,128 Views Donate Now www.weareplannedparenthoo...
Watch Again Resume Video Donate Now www.weareplannedparenthoo...
www.weareplannedparenthoodaction.org Not affiliated with Facebook Give in Honor of
Mike Pence Support Planned Parenthood Action Fund. Donate Now Paid for by Planned
Paren...

Listbuilding:

Suggested Post Ned Lamont Sponsored · Paid for by Ned for CT. Richard Smith
Treasurer. Approved by Ned Lamont. · In just a moment, I am going to ask you to make
a donation to my campaign ahead of the coming Democratic primary for Governor. I
hope you'll allow me a moment of your time to explain why this request is so important.
There's a real cloud of pessimism out there -- a lot of talk about people leaving the state
and how the moving vans are lined up around the corner. Well, I am here to tell you
that we're going to fix that. Not just me, us. We are going to be the ones who turn Con
...necticut around. But at the same time, our state needs a Governor who will serve as
a check on Donald Trump and an increasingly radical Supreme Court. Now, the national
Republicans will spend millions to install a Trump acolyte into office. And it will honestly
take everyone claiming ownership of this campaign to stop them. So before our primary
happens, I have to ask: Can I count on you to make a donation to my campaign for
Governor? I would not ask if it were not so important. See More secure.ngpvan.com
Stand with Ned Donate to Ned Lamont for Governor >> Learn More Paid for by Ned for
CT. R...

Persuasion:

Oxfam Sponsored · Paid for by Oxfam America · Thanks to our steadfast donors,
Oxfam is providing drinking water and shelter to thousands of families impacted by the
recent earthquake off the coast of Indonesia. Donate today to ensure your gift will
immediately support communities wherever the next disaster strikes.
OXFAMAMERICA.ORG Not affiliated with Facebook Death Toll Rises After Indonesia
Earthquake Your gift is essential for immediate emergency response around the globe.
Donate Now Paid for by Oxfam America

Mobilization:

bullsugar.org Sponsored · Paid for by Bullsugar · Together we can turn the tide on toxic algae. If you can, please become a Bullsugar member today to help us win a political solution to Florida's water management crisis. bullsugar.org/join
bullsugar.org/vote #toxic18 #NowOrNeverglades Paid for by Bullsugar
Another Mobilization

Suggested Post James Thompson for Kansas Sponsored · Paid for by James Thompson for Kansas · You stood with me in 2017 and now WE'RE ONLY FOUR POINTS behind our Trump-endorsed Republican opponent. Can you chip in \$4 right now to flip Kansas' Fourth and help us take back the House? We just won our primary and our momentum is building! Are you in? Donate now! >>
<https://secure.actblue.com/donate/4forthe4th?refcode=DOK2-0:28> James Thompson for Kansas Sponsored Posted by James Thompson for Kansas 1,650 Views Learn More
Paid for by James Thompso...