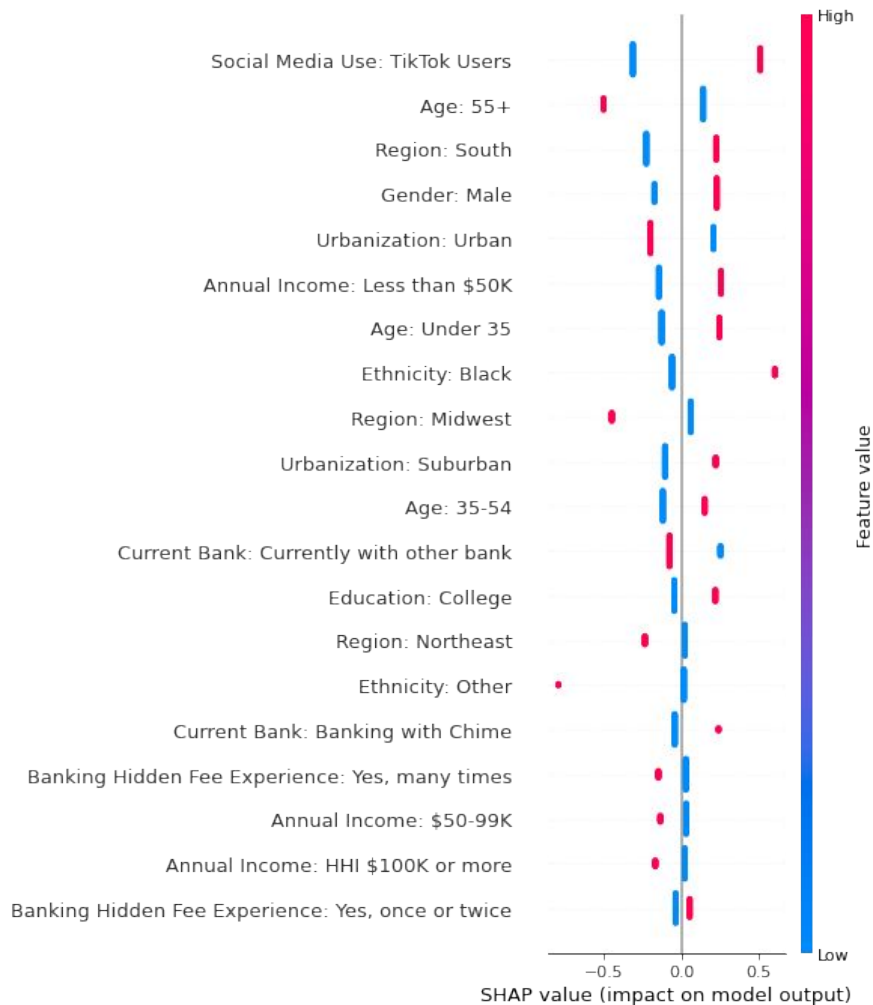

Swade Away

Providing Insights on Demographic Influence for Swayable Advertisement Data

Shriya Kalakata, Glenda Boeker

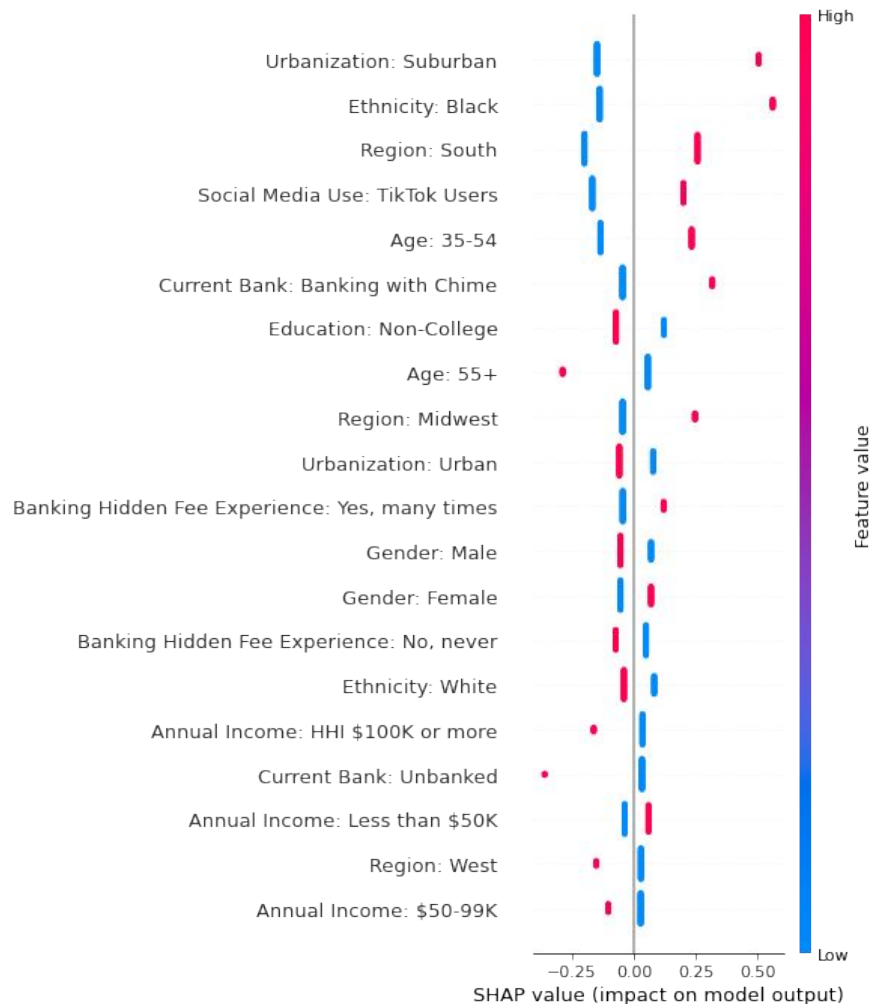
#ChimeHasYourBack

- TikTok Users, Men, and those from the South love this ad the most
- People above age 55 and those who live in Urban places dislike it the most



Chime - Banking With No Hidden Fees

- Most groups, such as those living in Suburban areas, those who are Black, from the South, etc, seem to like this this ad
- There's not a heavy negative influence but people who didn't attend college and are over 55 years don't prefer it



Chime Credit Builder

- People with annual income of 50k+, under 35 and from the South like this ad the most
- Those who are older than 55 years, from the Midwest and live in a Suburban area dislike this ad

