A&S 500 Final Project

Jacob Saindon

## Loading Packages

Tidyverse

library(tidyverse)

## Data

snap <- read\_csv("data/snap\_political\_19-22.csv")  
  
view(snap)

For 2020, look at top interests targeted per state, per month. facet\_wrap

Count of month, state, interest

#data |>  
#group by (month, state, interest) |>  
#summarise (n == n()) |>  
#filter (n==max(n)) |>  
#select(-month)  
#maxes |>  
#leftjoin(data)

snap |>  
 filter(  
 CountryCode == "united states",  
 !is.na(Interests)  
 ) |>  
 mutate(  
 STATE\_INC = str\_split(`Regions (Included)`, ",")  
 ) |>  
 unnest() |>  
 mutate(  
 STATE\_EXC = str\_split(`Regions (Excluded)`, ",")  
 ) |>  
 unnest() |>  
 mutate(  
 TARGET = str\_split(`Interests`, ",")  
 ) |>  
 unnest() -> snap2  
  
view(snap2)

Text analysis of targeting categories, by state.

Unnest both “Regions” and “Interest” fields to get tidy.

#dlxs are oracle datalogix audiences? https://businesshelp.snapchat.com/s/article/custom-audiences?language=en\_US

targetsmart and i360: https://www.axios.com/2022/09/08/snap-voter-data-republican-democrats

Geographic Scales:

1. Region (State)
   * Inclusions
   * Exclusions
   * Total Ads
   * Total Spend
   * Total Impressions
   * Interests (text analysis)
2. Metros (City)
   * Inclusions
   * Exclusions
   * Total Ads
   * Total Spend
   * Total Impressions
   * Interests (text analysis)
3. Postal Codes (Zip)
   * Inclusions
   * Exclusions
   * Total Ads
   * Total Spend
   * Total Impressions
   * Interests (text analysis)
4. Location Categories
   * Inclusions
   * Exclusions
   * Total Ads
   * Total Spend
   * Total Impressions
   * Interests (text analysis)
5. Electoral Districts
   * Inclusions
   * Exclusions
   * Total Ads
   * Total Spend
   * Total Impressions
   * Interests (text analysis)