

Deep Learning vs. Machine Learning in digital marketing

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O čom to je

This article explores the best practices for developing an online advertising monitoring and promotion system powered by Artificial Intelligence (AI) and advanced algorithms. We'll cover technologies like natural language processing (NLP) for content analysis, pattern recognition to detect trends, machine learning and deep learning for improved ad targeting and performance prediction, and data tracking for comprehensive monitoring. This article is ideal for those aiming to optimize their advertising platforms. Whether you're seeking to improve ad accuracy, modernize data management, or stay competitive in the fast-evolving online advertising industry, you'll find valuable strategies here to elevate your ad systems. . .

Prehľad

1 Intro

2 Image slide

Intro

Since the first brands emerged more than two centuries ago, advertising has undergone significant changes. Companies used to use newspapers, magazines, flyers, billboards and marketing calls to spread their messages. Later, they moved to mass media: television and radio.

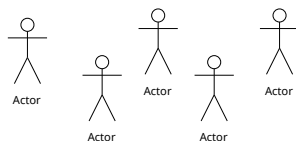
However, digital technology is facilitating the emergence of a third sector: the online space. Search engines, websites and social media make advertising more ubiquitous than ever.

Slide with first and second level bullet points

- Nejaký text
- Další text – *zvýraznený text*
 - This is second bullet point
 - And third bullet point
- *Klíčová poznámka*
- Bol použitý balík beamer¹

¹<https://tug.ctan.org/macros/latex/contrib/beamer/doc/beameruserguide.pdf>

Slajd len s obrázkom



These are some people. . .

Zvýraznenie syntaxe

- Na zvýraznenie syntaxe stačí použiť balík listings so správne nastaveným programovacím jazykom

```
int na_druhu(int i) {  
    return i * i;  
}  
  
int main() {  
    printf("%d", na_druhu(118));  
    return 0;  
}
```

- Jazyk C++ je ešte zaujímavejší: je multiparadigmový²

² J.O.Coplien.Multi-ParadigmDesignforC++.Addison-Wesley,1998.

Rámiky

Text možno uviesť v rámci

■ Program

```
void main() {  
    printf("%d", na_druhu(118));  
}  
  
void na_druhu(int i) {  
    return i * i;  
}
```

■ Výstup

13924

Zhodnotenie a ďalšia práca

- Každá prezentácia musí byť nejako uzavretá
- Ale vždy je čo robiť ďalej. . .