

Twitter Ads 2.0

Targeted advertising for a better customer experience

NLP Technologies
Nate Kist

Outline

- Objective
- Data / Methods
- Results
- Model Demonstration
- Next Steps

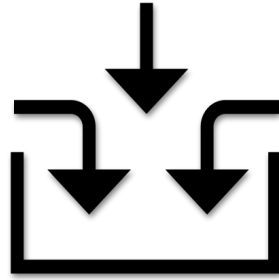


Objective

User content



NLP / Predictive
Modeling

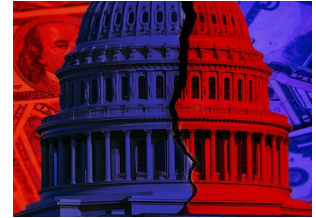


Relevant ads



Data / Methods

- Segment identification
- Data gathering
- NLP / Machine learning

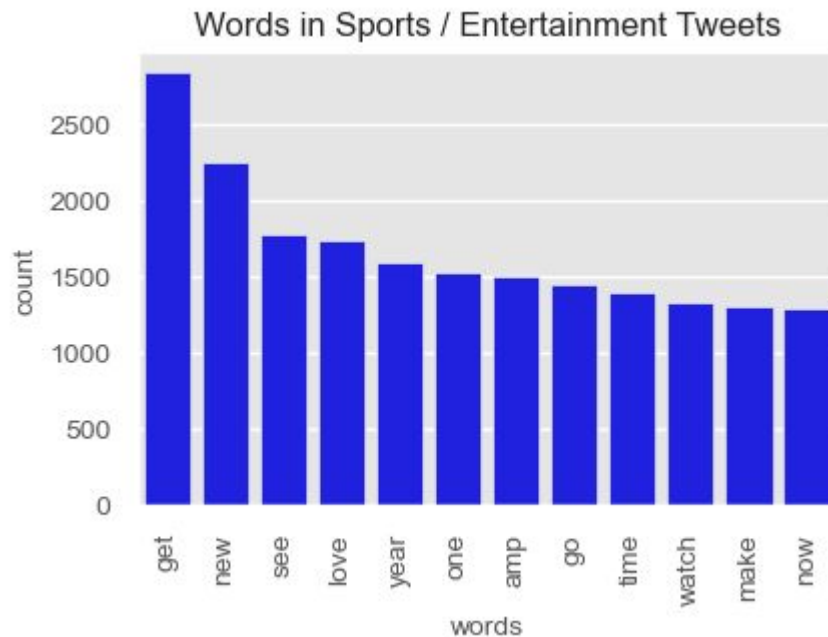
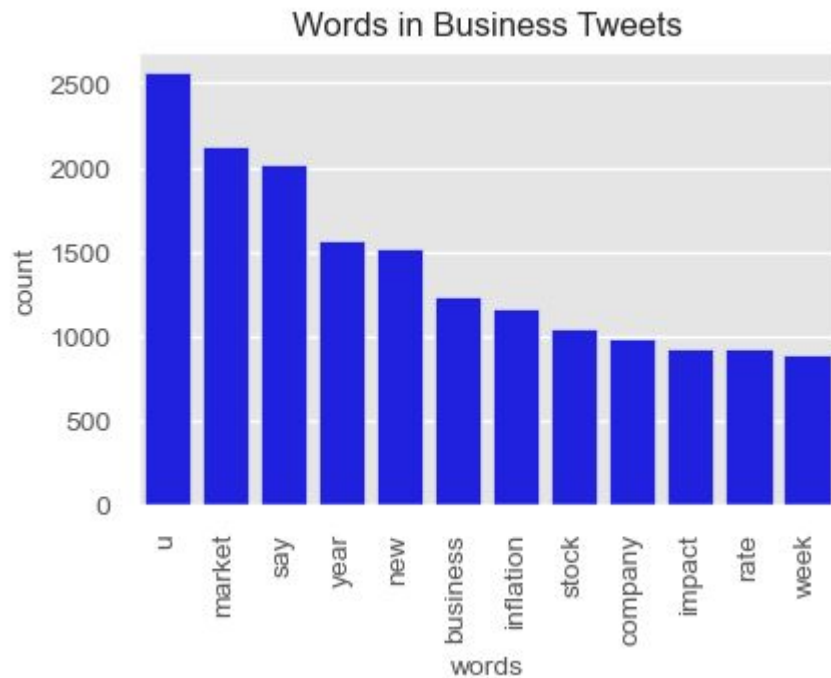


Results

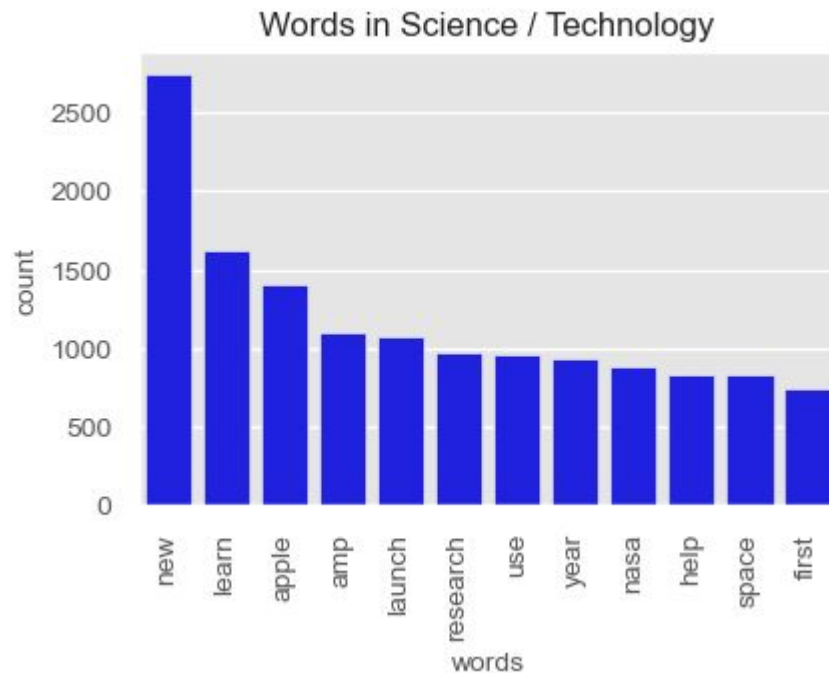
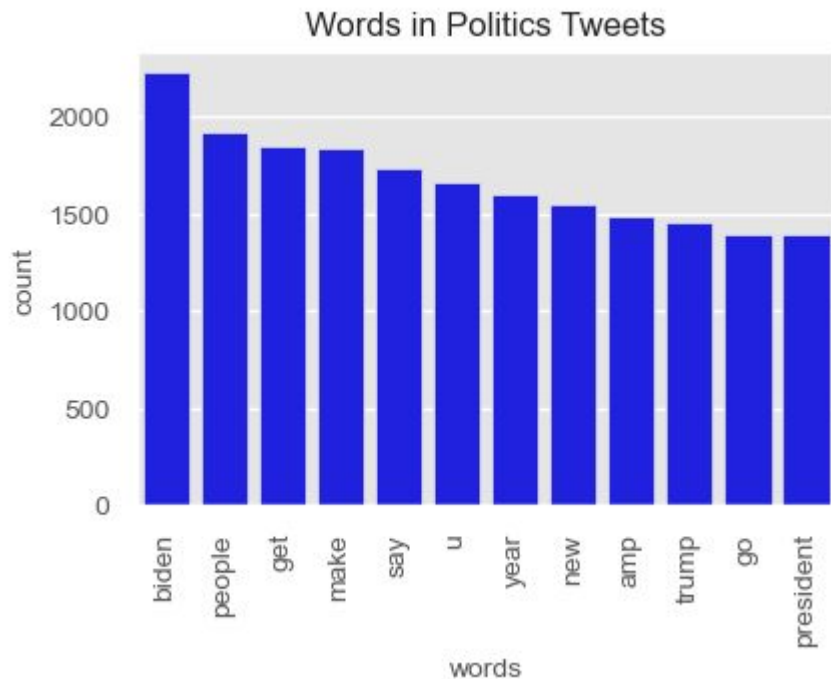
- 98% accuracy on primary interest
- 95% accuracy on political affiliation



Results



Results



Model Demonstration

- Gradio web app

Next Steps

- Hire us to assist you in deploying the model
- Run it routinely on all accounts



Nate Kist

LinkedIn

GitHub