

Smads.com

Smads aims to provide companies with smarter use of their advertising spaces on websites. Helping save money by showing a user specially catered ads that are meaningful to them rather than broad advertising for the entire population.

Smads provides our customers with top-of-the-line machine learning algorithms that utilize user data from interests and recently viewed items to provide them with fully catered advertising that offers a better viewing experience on websites. We aim to provide our customers with step-by-step utilization of our programs as well as useful data telling you what's working and what isn't on your website advertising. These ads can lead to much better use of funding so that no user is shown advertising that will be wasted on them and in turn waste yourself money.

Personas:

Greg (Age 24, Male)

Greg is a new hire who works with you to help build the best experience possible when implementing your websites advertising

Jessica (Age 30, Female)

Jessica is running a new startup website and has been looking for a way to provide better use to the advertising she already provides for her users on the site

Tyler (Age 50, Male)

Tyler is a CEO of a large company looking to implement our advertising on a large scale across many different websites

Comps:

-WPP

-Omnicom

-Publicis