

Adit: all-new advertising platform

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Overview

Adit[ædi:t] is an innovative advertising platform that connects those who want to promote their products with people who can recommend great items to their friends. In recent ads outsourcing system, major companies or groups pay a considerable amount of money for advertising. We apply *"pay as much as you get, receive as much as you did"* system on this market to raise the efficiency. This service will change the subject of the advertising market from the existing large capital and a handful of influencers to the general public.

Problems We Picked Up

Nowadays, there are a lot of ads on social media. Some of them are informative and beneficial, but a lot of ads are inappropriate and inflate their products. What makes them more irritating is the fact that those ads are mostly made and distributed by social media influencers who've never considered such items or services seriously. It is clear that one will consider close friends' personal and spontaneous 'reviews and suggestions' more seriously than the ads cited above. What if we directly connect advertisers and real users who are really their families, friends, or acquaintances? And flip ads outsourcing system 'bottom-up' from 'top-down'? Our idea came from this point.

Targets

We target two kinds of people: those who want to promote their products - we call them '*Aditor*', - and those who, being our close acquaintances, would post and share ads on those products - '*Aditee*'.

- Anyone can be an '*aditor*'. From new cosmetics to college club promotion, contest commercials, and student council's new policy PRs - any products or services would become targets for ads on service '*Adit*'.
- And anyone can also be an '*aditee*'. If you want to share your professional reviews for any products or even only for mild recommendation to your friends, you can post ads on wherever you want - your own pages or chat rooms - and get rewarded according to your contribution to ad promotions.

What the system would do (Workflow)

1. Aditors would submit ad requests with 'the goal of promotion(e.g. 10,000 views)' & 'payment'.
2. Ad requests are exposed to Aditees who may have got involved in the ad's target domain.
3. Some Aditees may accept ad requests and they would receive his/her own ad links which are redirected to ad sites.
4. Each of them spreads his/her ad links to their acquaintances through various platforms(message, kakaotalk, facebook... etc), with their own reviews or recommendation messages.
5. After the total number of hits on the ad site reaches 'the goal of promotion' Aditors set, the ad request is closed.
6. Ad contributions of each Aditees are evaluated by the number of hits made by his/her ad link and each Aditees receives their rewards.

Implementation details

- Ad Request Recommendation System(Machine Learning)
 - to expose ad requests to Aditees who may have got involved in ad's target domain
 - with logs of visited ad request and basic information Aditees fed when they register
- Link Generating System
 - Make a new & unique URL for each Aditee's each ad request(Ad link)
- Ad Contribution Evaluating Logic
 - When someone visits advertisement by certain Aditee's ad link, server-side script should increase certain Aditee's ad contribution.
- Click Fraud Detection(Machine Learning)
 - to prevent the increase of hit numbers generated by inappropriate approach

Why Adit?

- Adit encourages everybody to participate in advertising, dissolving ads into everyday life and easing the resistance towards ads.
- Aditees can choose ads that match their interests and are encouraged to use various ways of promotion, which makes ads more specialized and competitive.
- Anyone can freely request ads with less budgetary concerns, so from trivial to massive subjects can be advertised.
- Pay as much as you get, receive as much as you did.
- Little drops of water make the mighty ocean: ad promotions of small scale are assembled and make an enormous effect.

Test & Demo

During the test session for this class, we plan to receive ad requests through our platform from other teams who are looking for 'beta testers' or ways to promote their services. Then, we will run our system to match adequate 'Aditees' and reward them with points as a tool of motivation.