Campaign Forecasting - Twitter

21st Nov:

* + - Data Extract.
    - how?
    - what all?
    - how in mass?
    - extract important?
    - what all?
      * are we predicting at the PI level or at the Ad Level?
      * challenge either way as the budget and the bidding will be a problem.
        + the same budget and the bidding are shared by different ads/ PIs
        + so different start/end times in adSet/PI
        + this will create a problem - total\_budget\_amount\_local\_micro – means different budgets at adSet and PI.
        + expect issues when working with target CPA and optimization for website conversion.
        + Might need a separate model for this one ^
      * **assume for now all are independent.**
      * Ad id
      * PI id
      * Adset Id
      * from the ad:
        + the creative, content, like image hash, text
      * from the adset:
        + the targeting. some more important than others. like the **interest** and the country and **keyword** probably. maybe like events
        + adset budget as well, if we support.
        + the bid type
        + the **bidding**

bid value, type, goal, billing

* + - * from the PI:
        + the lifetime and daily budget.

We need to figure out how to **process the image**. that is a huge part of the campaign forecast apparently.

We could use the start and the end time of the adset and of the PI to figure out how long they will run, hence getting the overall CPA of the model.

Main Metric by Objective:

tweet engagements - clicks

app installs - app installs?

How to take into account the metrics that are additionally available.

For example for a tweet using Tweet Engagements, there is a Video available and hence the video metric is not null. This is useful and representative of the behaviour/outcome. Needs to be taken in to account.

What is the data we can use? Can we only use account restricted data? Can we use cross partner data? Can we use global data?

We could use the partner level and global data with representative weights to symbolize the distance in the data.

How can the user visualize the model?

We want a model that will extract important features from the set available, train on them, report a result on the test set.

thus the test set must be stratified.

if the result is good (what is good needs to be defined), it will be exposed to the user to use to make predictions.

what to optimize on? Have Coke made any requests for any particular metric.

Future possibilities :

http://www.optimove.com/learning-center/machine-learning