# Adit All-new Advertising Platform

#### Introduction

When trying to promote club or band performance, it's hard to find decent advertisement platforms – ad agencies are too big, personal social media is narrow and take a lot of effort. To solve these we apply the crowd-sourcing system. Adit[ad:it] connects those who want to promote with people who can. Anyone can contribute to one's advertising and they also have considerable potential - another acquaintance we do not know. Anyone can promote any products with low budget.



#### **Aditor**

- Create ad request
- Set ad target and goal



#### Aditee

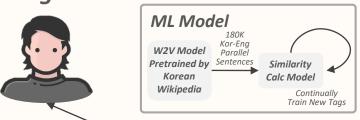
- Participate in ad
- Spread via their unique link

### Adit

- Suggest ad requests to Aditee
- Relay Aditor and Aditee



## System Design





React + Redux Bootstrap





## **Recommendation Calculation**

- Tag Recommendation

$$sim(tag_{exist}, UserTags) \\ = \sum_{\substack{tag_{user} \\ \in UserTags}} WordSimilarity(tag_{exist}, tag_{user}) * weight(tag_{exist}) \\ weight(tag_{exist}) = \frac{Number\ of\ posts\ containing\ tag_{exist}}{\sum_{\substack{tag \\ }} Number\ of\ posts\ containing\ tag}}$$

Input : UserTags[], ExistingTags[]

**Return**: top 5 similar tags whose sim > 0.05(Threshold).

- Post Recommendation

$$\begin{aligned} & sim(post, UserTags) \\ & \sum_{tag_{user}} \sum_{tag_{post}} \left(1 + WordSimilarity(tag_{post}, tag_{user})\right)^2 \\ & = \frac{\in UserTags}{Number\ of\ tags\ in\ post * len(UserTags)} \end{aligned}$$

Input : UserTags[], Posts[]

**Return**: top 100 similar posts whose sim > 0.2(Threshold).

## **Future Works**

- 1. Build up real-money transaction system
  - Connecting with pay modules
  - Set appropriate rewards
  - Real-money refund
- 2. Communication b/w Aditor and Aditee
  - Q&A / Malicious Aditee blocking

## **User Interface**

#### <Main page>



#### <Post Ad>



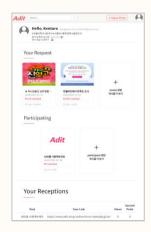
## <Ad Detail> participant



## <Ad Detail>



#### <User Page>



## Principles and Practices of Software Development