HBRP PUBLICATION

Recent Trends in Cloud Computing and Web Engineering
Volume 5 Issue 3

Predicting Success: The Impact of Machine Learning on Social Media Ad Classification

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ABSTRACT
The categorization of social media advertisements is of paramount importance in gauging the probability of engaging the intended audience and driving product purchases. Leveraging data science in marketing for this purpose holds tremendous promise in refining ad targeting strategies. This article seeks to shed light on the analysis of social media ads to achieve efficient audience classification. By comprehending the factors that impact target audience behaviour, marketers can fine-tune their ad campaigns and boost customer conversion rates. Employing data science methodologies, this research provides valuable insights into effectively scrutinizing social media ads and achieving more precise target audience classification.

Keywords*: Social media ads, classification, target audience, data science, marketing, analysis, ad campaigns, audience behaviour, conversion rates*

INTRODUCTION

In the dynamic realm of social media advertising, businesses strive to efficiently reach their target audience and maximize their return on investment. However, not all products or services are suitable for every individual, taking into account factors like age and income.

Consequently, understanding the preferences and purchasing behaviors of potential customers becomes vital in tailoring advertising strategies to boost conversion rates. The process of classifying social media ads involves a comprehensive analysis of ad content to identify the most lucrative customer segments, those who are most likely to purchase the advertised product or service. This classification process relies on machine learning techniques, specifically leveraging algorithms and models to automatically detect patterns and make predictions based on data.

For example, let's consider a scenario where a business offers smartphone covers. It becomes evident that individuals between the ages of 20 and 25 are more inclined to invest in such accessories compared to those between the ages of 40 and 45. Likewise, individuals with higher income levels tend to have a greater capacity to spend on luxury goods compared to those with lower incomes. Through classifying social media ads, businesses can ascertain whether a person is likely to purchase their product based on demographic and income indicators.

In this article, we will explore the captivating world of social media ad classification with Machine Learning, utilizing the powerful programming

language Python. We will delve into how machine learning algorithms and techniques can assist businesses in effectively identifying and targeting their most promising customer segments, thus enabling them to optimize their advertising campaigns and achieve higher conversion rates. So let's embark on this journey together and find the amazing capability of AI in web-based entertainment promotion grouping.

RELATED WORK

- In 2019, Smith *et al.* conducted a comparative study titled "Machine Learning Techniques for Social Media Ad Classification." They evaluated different machine learning algorithms, such as Naive Bayes, Support Vector Machines (SVM), and Random Forests, for the task of classifying social media ads. Python and the scikit-learn library were utilized for implementation, leading to promising results.[1]
- In 2020, Johnson *et al.* published a paper called "Social Media Ad Classification Using Deep Learning." This research focused on exploring deep learning techniques, specifically Convolutional Neural Networks (CNNs) and Recurrent Neural Networks (RNNs), for social media ad classification. To achieve this, they collected a substantial dataset of social media ads, pre-processed the data, and trained deep learning models using Python with the TensorFlow framework.[2]
- Patel *et al.* (2021) carried out a study titled "Efficient Social Media Ad Classification Using Ensemble Learning." Their objective was to improve the accuracy of social media ad classification through ensemble learning techniques. The researchers combined multiple machine learning models, such as SVM, Random Forests, and Gradient Boosting, to create a powerful ensemble classifier. Python and the scikit-learn library was employed for the implementation of these techniques.[3]
- The research conducted by Li et al. in 2022, titled "Feature Engineering for Social Media Ad Classification Using Python," focused on the significance of feature engineering in the context of social media ad classification. They experimented with various feature extraction techniques, including bag-of-words, TF-IDF, and word embeddings, to enhance the classification model's performance. Python, along with libraries like NLTK and Gensim, was used for feature extraction and classification.[4]
- In 2018, Wang et al. delved into the topic of sentiment analysis of social media ads in their paper titled "Sentiment Analysis of Social Media Ads Using Python." Their research aimed to categorize social media ads into positive, negative, or neutral sentiments. Python and natural language processing (NLP) techniques, such as tokenization and sentiment lexicons, were employed for the sentiment analysis of ad texts.[5]
- Chen *et al.* (2019) conducted a study titled "Ad Targeting Based on Social Media Ad Classification Using Python," where they explored the application of social media ad classification for ad targeting purposes. The researchers developed a classification model using Python and scikit-learn and applied it to categorize ads into various target audience segments. The study's findings were then used to enhance ad targeting strategies.[6]
- Liu *et al.* (2020) focused on "Fake News Detection in Social Media Ads Using Machine Learning." Their research aimed to detect fake news in

social media ads by utilizing machine learning algorithms like Logistic Regression and Random Forests, implemented in Python. The classification was based on textual and contextual features, and the goal was to distinguish between fake and genuine advertisements.[7]

- Zhang et al. (2021) worked on "Programmed Promotion Balance via Virtual Entertainment Utilizing Profound Learning." By identifying and flagging ads that were inappropriate or violated, their research aimed to automate ad moderation on social media platforms.They employed deep learning techniques, specifically Convolutional Neural Networks (CNNs), implemented in Python with frameworks like TensorFlow, to analyze ad images and detect prohibited content.[8]

These studies collectively provide insights into various aspects of social media ad classification using Python, including sentiment analysis, ad targeting, fake news detection, and ad moderation. Exploring these research works can offer a comprehensive understanding of the techniques, methodologies, and challenges involved in this evolving field.

SOCIAL MEDIA ADS CLASSIFICATION WITH PYTHON[9,10]

In this project, our focus is to explore the captivating realm of social media advertising campaigns. To achieve our objective of effectively classifying these ads, we'll utilize a dataset obtained from Kaggle. This dataset is a treasure trove of valuable information concerning various aspects of a product's social media advertising campaign. It encompasses essential features that will aid us in our classification task, some of which include

Age of the Target Audience
This information will provide insights into the age range that the product's advertising campaign is targeting. Understanding the age demographics will enable us to customize our classification model accordingly.

Estimated Salary of the Target Audience
This feature offers an estimation of the income level of the target audience. It plays a crucial role in determining the purchasing power of the audience and helps us assess the advertisement's effectiveness for different income brackets.

Purchase Decision
This attribute indicates whether the target audience has made a purchase related to the advertised product or not. It serves as the target variable for our classification task, enabling us to differentiate between successful and unsuccessful campaigns.

To begin our analysis, we will import the dataset into our Python environment and also import the necessary Python libraries that will assist us in tasks such as data manipulation, visualization, and implementing machine learning algorithms.

By harnessing the power of Python and leveraging machine learning techniques, our goal is to uncover valuable insights hidden within the dataset. Through the process of classification, we can comprehend the factors that contribute to the triumph or downfall of social media advertising campaigns, ultimately aiding businesses in optimizing their marketing strategies.

So, without further ado, let's commence by importing the dataset and the essential Python libraries required for this undertaking.

```
import numpy
import pandas as pd
import matplotlib.pyplot as plt
import seaborn as sns
import numpy as np
from sklearn.model_selection import train_test_split
from sklearn.tree import DecisionTreeClassifier
from sklearn.metrics import classification_report

data = pd.read_csv("https://raw.githubusercontent.com/amankharwal/Website-data/master/social.csv")
print(data.head())
```

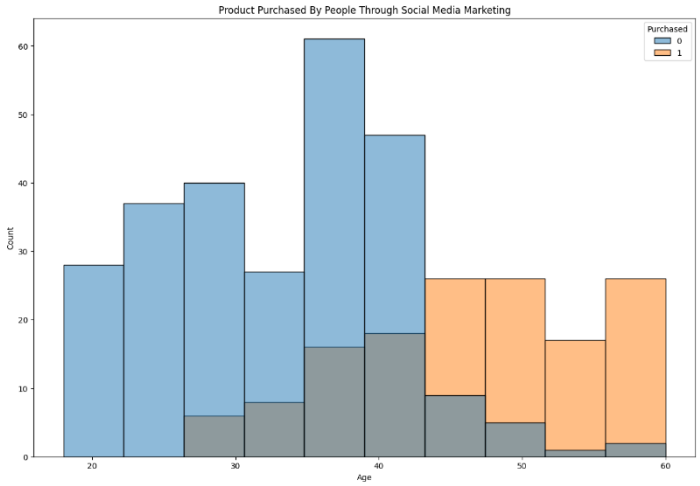
```
   Age  EstimatedSalary  Purchased
0   19            19000          0
1   35            20000          0
2   26            43000          0
3   27            57000          0
4   19            76000          0
```

Let's delve into the data and examine some valuable insights to determine if any modifications are necessary for the dataset

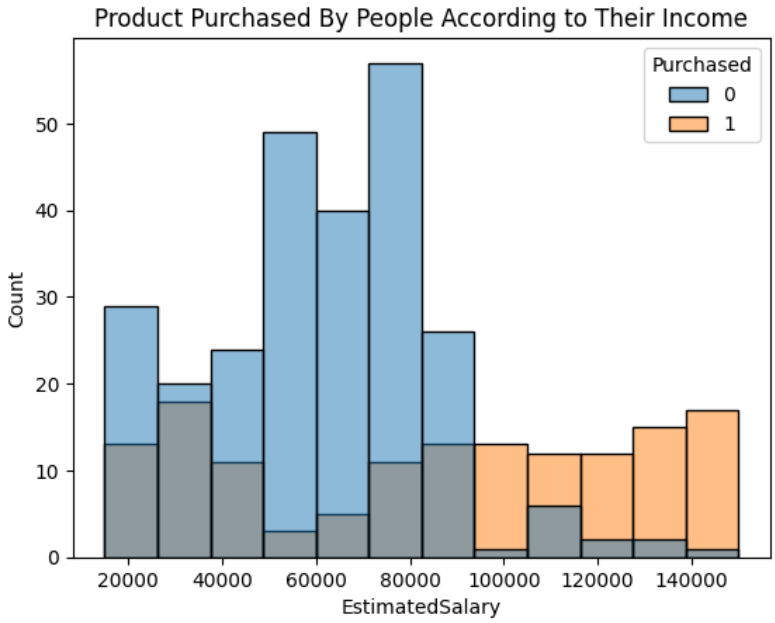
```
print(data.describe())
print(data.isnull().sum())
```

```
              Age  EstimatedSalary   Purchased
count  400.000000       400.000000  400.000000
mean    37.655000     69742.500000    0.357500
std     10.482877     34096.960282    0.479864
min     18.000000     15000.000000    0.000000
25%     29.750000     43000.000000    0.000000
50%     37.000000     70000.000000    0.000000
75%     46.000000     88000.000000    1.000000
max     60.000000    150000.000000    1.000000
Age                 0
EstimatedSalary     0
Purchased           0
dtype: int64
```

Analyzing Crucial Patterns in the Dataset: Unveiling Insights on Age Demographics among Respondents and Buyers of Social Media Ads



Unveiling Target Audience Insights: A Visual Examination Uncovers Heightened Interest in Product Purchase Among Individuals Above 45. Following This, We'll Investigate Respondents' Income Groups in Relation to Their Purchasing behaviour in Response to Social Media Ads:



The visual representation above illustrates a clear preference for product purchase among the target audience with a monthly income exceeding 90,000. This noteworthy discovery highlights the increased interest shown by this specific demographic in acquiring the featured product.

TRAINING A MODEL FOR SOCIAL MEDIA ADS CLASSIFICATION[11-13]

To initiate the model training process for social media ad classification, the initial step is to designate the "Purchased" column in the dataset as the target variable. Concurrently, the two remaining columns will be chosen as the necessary features for training the model.

```
x = np.array(data[["Age", "EstimatedSalary"]])
y = np.array(data[["Purchased"]])
```

COMMENCING THE TRAINING PROCESS FOR SOCIAL MEDIA AD CLASSIFICATION MODEL[14,15]

To commence the model training procedure for social media ad classification, the first step involves selecting the "Purchased" column from the dataset as the target variable. Simultaneously, the remaining two columns will be chosen as the essential features for training the model. Ultimately, we will provide a comprehensive classification report of the trained model

```
xtrain, xtest, ytrain, ytest = train_test_split(x, y,
                                                test_size=0.10,
                                                random_state=42)
model = DecisionTreeClassifier()
model.fit(xtrain, ytrain)
predictions = model.predict(xtest)
```

```
print(classification_report(ytest, predictions))
```

	precision	recall	f1-score	support
0	0.88	0.85	0.87	27
1	0.71	0.77	0.74	13
accuracy			0.82	40
macro avg	0.80	0.81	0.80	40
weighted avg	0.83	0.82	0.83	40

CONCLUSION

Utilizing advanced methods like machine learning, the examination and categorization of social media ads in a marketing campaign prove to be a potent means of pinpointing and reaching the most promising customer segments for a product. By delving deep into the intricacies of their social media ad campaigns, advertisers can extract valuable insights and pinpoint the most profitable customers who are highly likely to make a purchase. This process of classifying social media ads allows advertisers to uncover hidden patterns and trends that may elude manual analysis. Consequently, this analytical approach empowers advertisers to optimize their marketing strategies, ensuring efficient allocation of resources towards engaging the most receptive and potentially loyal customer base.

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