



# The Great, Fantastic Team

Company: CJ Affiliate

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# Problem

- Blog advertisements can be random and not related to the blog at all
- Makes the advertisement ineffective
- Can make the webpage look cluttered





# Solution



- Web application:
  - Input: Blog as text
  - Output: Offers based off of keywords from text
- Currently:
  - Input: keyword checkboxes
  - Output: Offers based on singular keyword search



# Technical Details

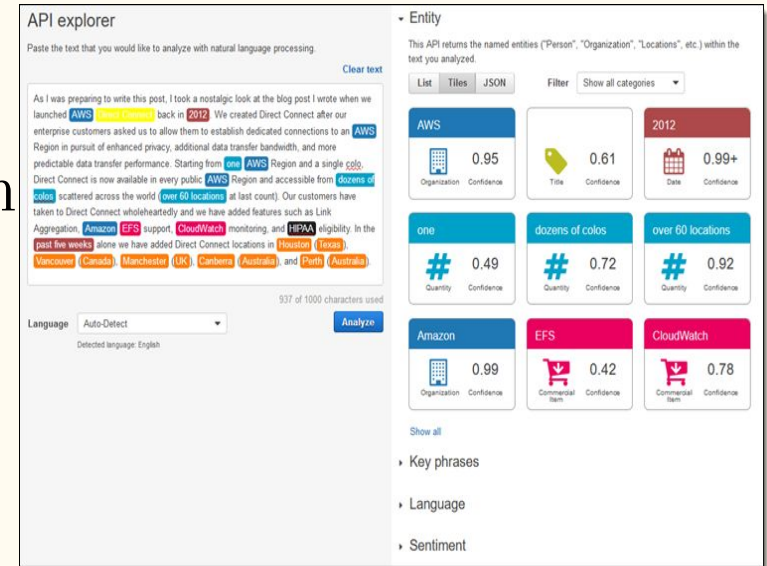
- Frontend
  - Loopback
  - Multi-pages





# Technical Details

- Backend
  - Machine learning algorithm
  - Keyword parsing
    - Amazon Comprehend
  - Trending topics
    - Google Trends





# Next Steps

- Improve selection algorithm with social media trends
- Adjust the look of current web app to match that of current CJ products
- Output offers with filter options and code snippet to add to site
- Save offers



# Thank you!

Questions?