



# Offer Matcher



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## Motivation

- Random blog ads are ineffective
- Cluttered websites

## Solution

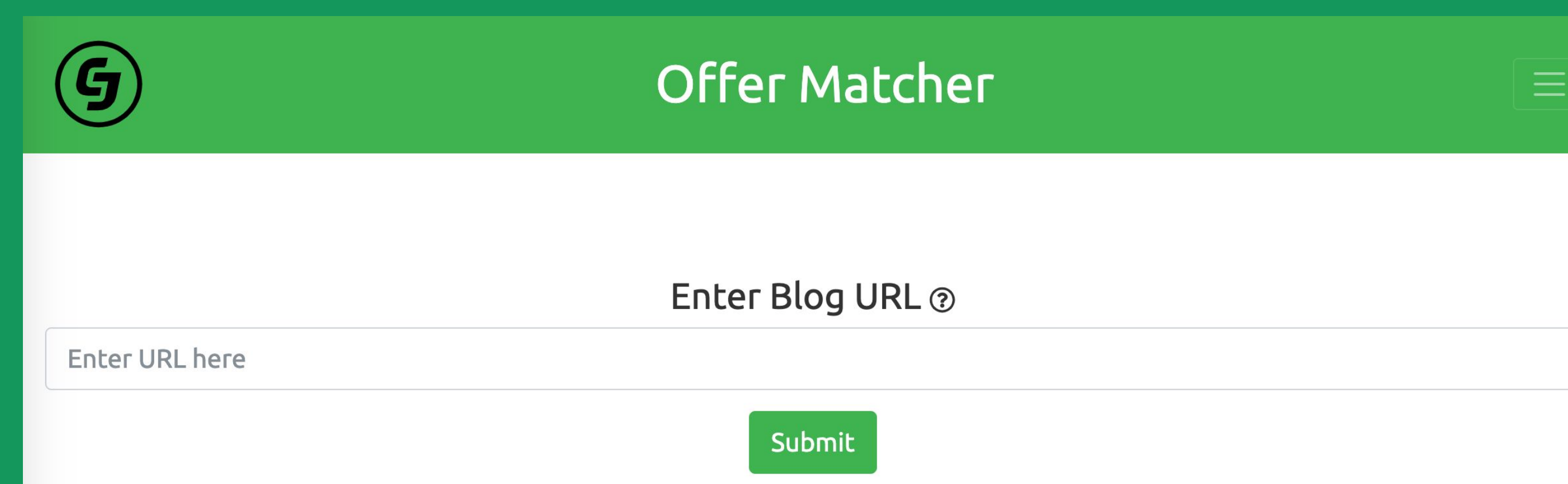
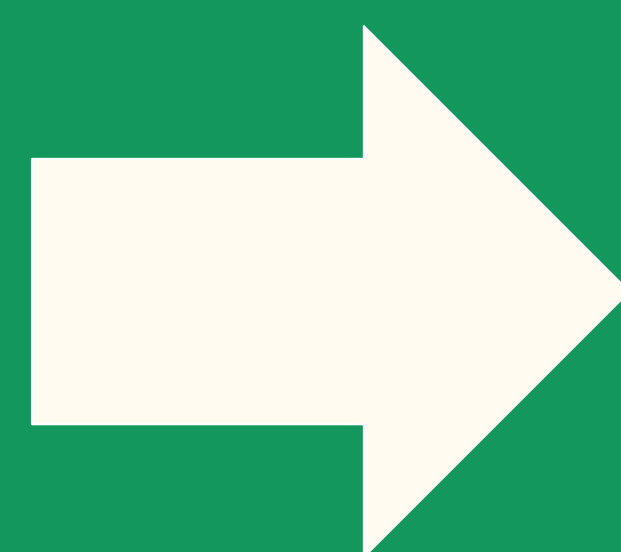
- Categorize input blog
- Query database of offers for relevant offers based on category
- Return offers

## Challenges

- Scraping text from blog webpage
- Machine learning algorithm
- Google Trends
- YouTube transcript

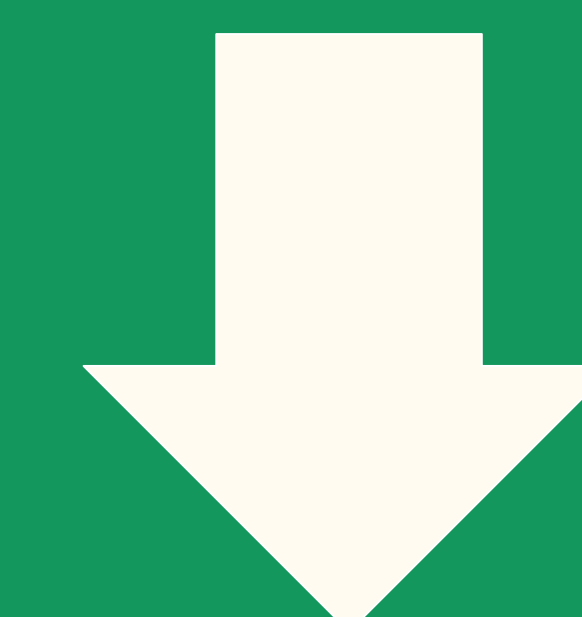
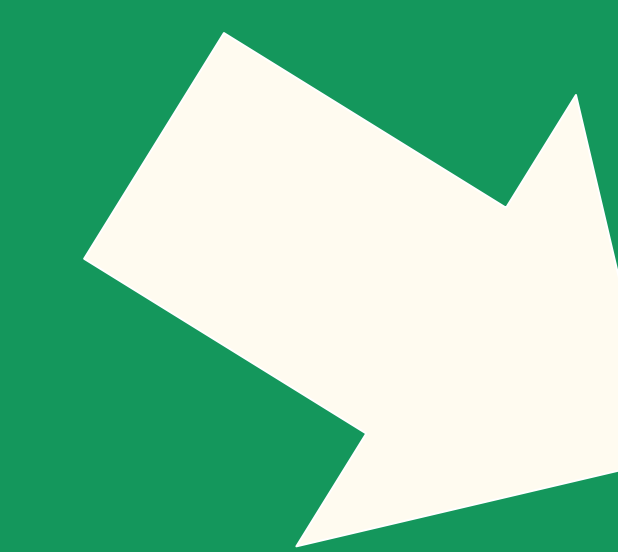


- A blog/vlog needs relevant offers

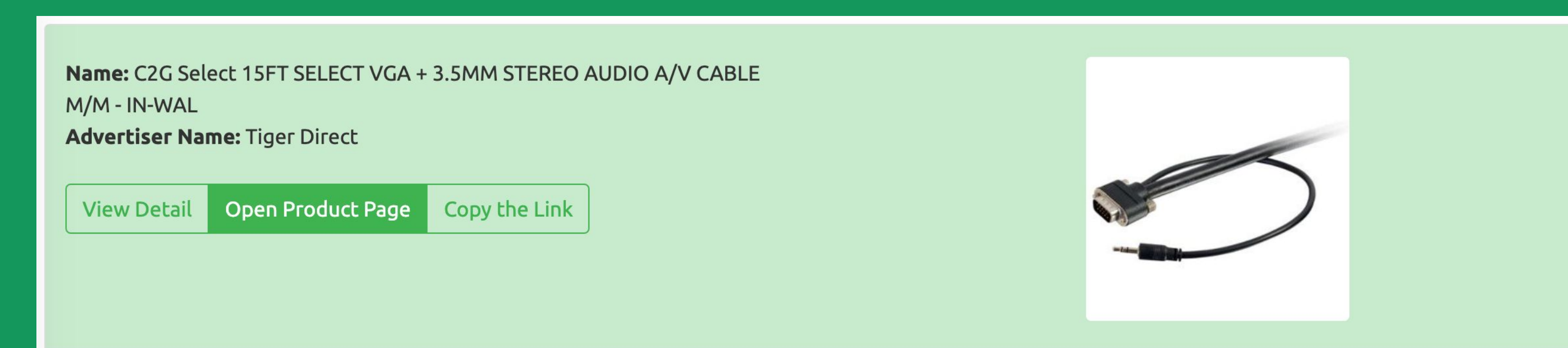
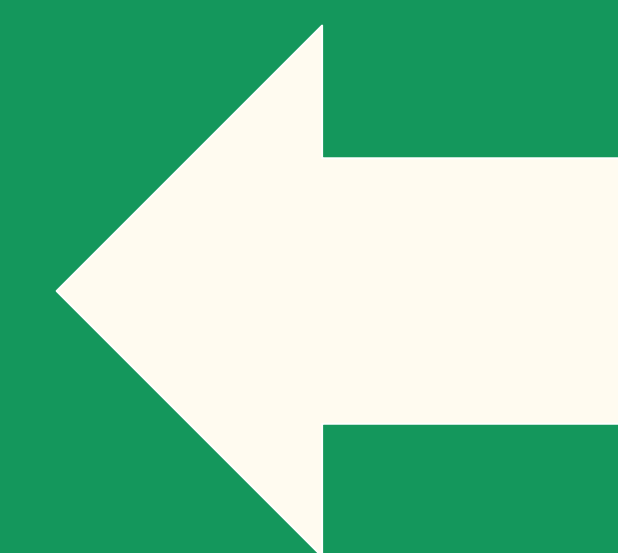
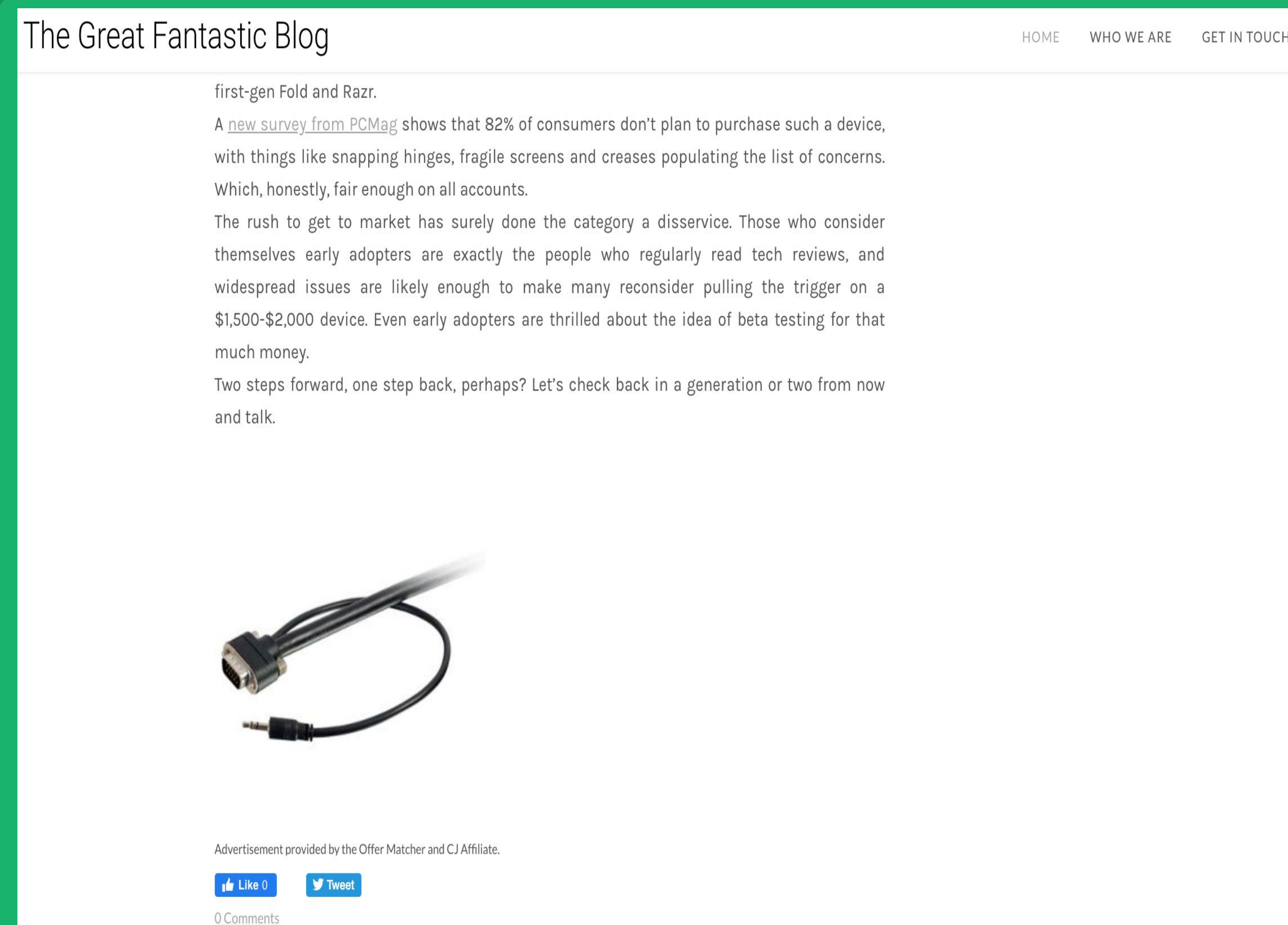


- URL is entered on Offer Matcher web app

- Content is parsed / categorized based on keywords



- Offer Matcher returns the most relevant offers



## Technologies Employed

