Clicks and Conversions: Unveiling the Power of Machine Learning in Social Media Ad Classification

I.V. Dwaraka Srihith[1]

Alliance University, Bangalore, India[1]

T. Aditya Sai Srinivas[2], K. Owdharya[3], A. David Donald[4], G. Thippana[5]

Ashoka Women's Engineering College Dupadu, India [2,3,4,5]

Abstract: *The classification of social media ads plays a crucial role in determining the likelihood of target audience engagement and product purchases. This application of data science in marketing offers significant potential for improving ad targeting strategies. This article aims to provide insights into the analysis of social media ads for effective audience classification. By understanding the factors that influence target audience behavior, marketers can optimize their ad campaigns and enhance customer conversion rates. Through the utilization of data science techniques, this study offers valuable guidance on how to analyze social media ads and classify target audiences more accurately.*

Keywords: social media ads, classification, target audience, data science, marketing, analysis, ad campaigns, audience behavior, conversion rates

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