



*affiliate*  
by **CONVERSANT™**

# Automatic Categorizer

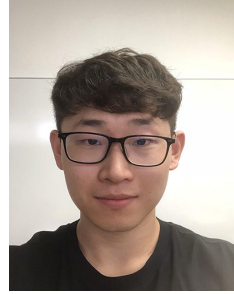
Team Odyssey

# Our Team

Delin Sun (Lead)



Xiao Sun(Scribe)



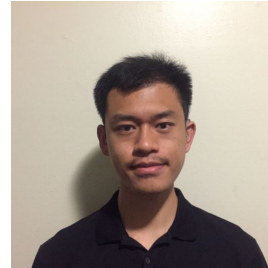
Jeremy Shi



Danny Millstein



Winfred Huang



# Affiliate Marketing Network



A business with a product they are trying to sell.



**Foot Locker**

A person or business with a platform for publishing offers



# Problem

- Advertisers want to know the best performing offer category.
- To generate the performance of an offer category, the category info has to be manually entered by the advertiser or by CJ.

# Purpose

- Highlight past performance trends for a given category
- Compare trends for different offer categories and types
- Make informed decisions about which kind and/or type of offer to promote

# Image Based Offer



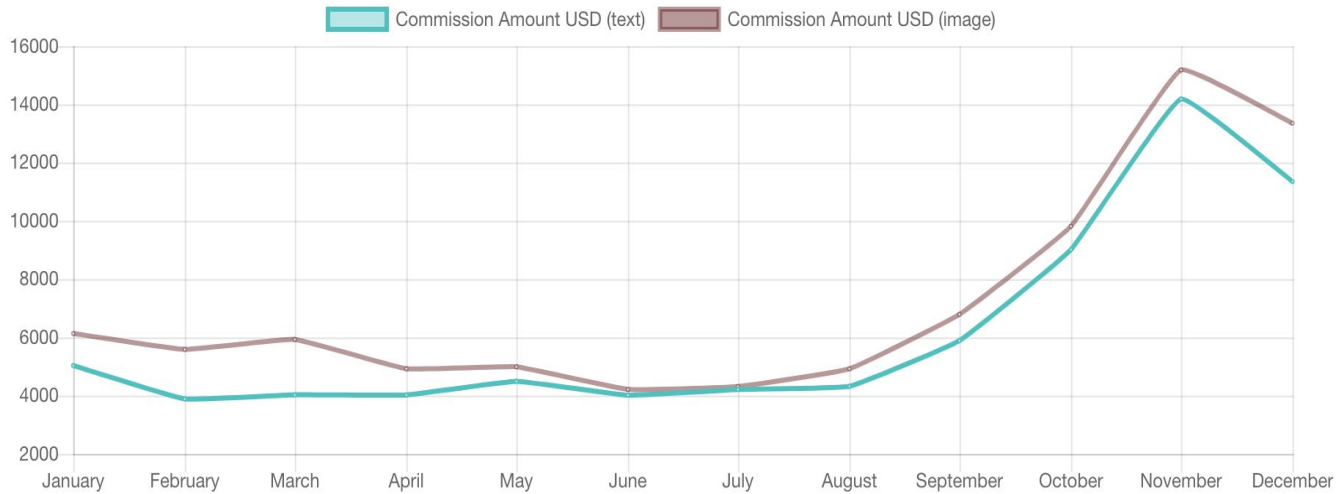
# Text Based Offer

[Shop and save 40% on patagonia at backcountry.com](https://backcountry.com)

# Output

## Categorized offer with Performance Data

Percent Off Offer  
Average Commission Amount



# GENERAL CONCEPT



Text Offers

Image Offers

Pattern Matching

Automatic Categorizer

Optical Character Recognition  
+  
Pattern Matching

Categorized Offers  
(Eg. % off, \$ off, BOGO)



# Demo

OFFER CATEGORIZER

Welcome Page

Offer Form

Offer File

CJ Affiliate Website

Welcome!

## Automatic Offer Catagorizer



Delin Sun (lead), Xiao Sun (scribe), Haochen Shi, Danny Millstein, Winfred Huang



# Hexadecimal Soup

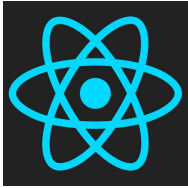
X	0	1	2	3	4	5	6	7	8	9	A	B	C	D	E	F
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1	0	1	2	3	4	5	6	7	8	9	A	B	C	D	E	F
2	0	2	4	6	8	A	C	E	10	12	14	16	18	1A	1C	1E
3	0	3	6	9	C	F	12	15	18	1B	1E	21	24	27	2A	2D
4	0	4	8	C	10	14	18	1C	20	24	28	2C	30	34	38	3C
5	0	5	A	F	14	19	1E	23	28	2D	32	37	3C	41	46	4B
6	0	6	C	12	18	1E	24	2A	30	36	3C	42	48	4E	54	5A
7	0	7	E	15	1C	23	2A	31	38	3F	46	4D	54	5B	62	69
8	0	8	10	18	20	28	30	38	40	48	50	58	60	68	70	78
9	0	9	12	1B	24	2D	36	3F	48	51	5A	63	6C	75	7E	87
A	0	A	14	1E	28	32	3C	46	50	5A	64	6E	78	82	8C	96
B	0	B	16	21	2C	37	42	4D	58	63	6E	79	84	8F	9A	A5
C	0	C	18	24	30	3C	48	54	60	6C	78	84	90	9C	A8	B4
D	0	D	1A	27	34	41	4E	5B	68	75	82	8F	9C	A9	B6	C3
E	0	E	1C	2A	38	46	54	62	70	7E	8C	9A	A8	B6	C4	D2
F	0	F	1E	2D	3C	4B	5A	69	78	87	96	A5	B4	C3	D2	E1



# Technologies



Cloud OCR with Google  
Vision



ReactJS



HTTP Objects (Server)

# Thank You!

Mentors from CJ Affiliate:

Liz Hurley, Anthony Coccia, and Lennon Grinta

Professors:

Tevfik Bultan, Chandra Krintz

TAs:

Steve Bako, Nazmus Saquib