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?