REPUBLIC OF MACEDONIA
Ss. Cyril and Methodius University in Skopje
Faculty of Computer Science and Engineering

P.O. Box 393, 1000 Skopje; Tel: 02/30 88 255; www.finki.ukim.mk

Final project proposal

Type	Master
Title	***Behavioral Attribute Driven System for Smart Targeting***
Supervisor	Assistant Professor Smilka Janeska-Sarkanjac, PhD
e-mail	smilka.janeska.sarkanjac@finki.ukim.mk
Department / Group	
ISMT	
Topic(s)	
Internet marketing, ad servers, smart targeting	
Project can start from	01.04.2014
Project duration	4 months
Short description	

The objective to deliver the right advertisement to the right audience becomes crucial in the contemporary internet marketing. Various ad servers (advertisement platforms) implement different techniques of socio-demographical and behavioral targeting. This objective is hard to accomplish in the information-poor context local ad servers. This project aims to propose and develop behavioral attribute driven smart targeting system.

Three entities are in the focus of the research – user profiles, their set of attributes and web banners. The user profiles are pre-defined, and they represent segments of the market that react differently to the different marketing offer. The user profiles are characterized by attributes. Attributes are chosen from the finite set. The affiliation of a particular user to a pre-defined user profile is calculated with the fuzzy logic model. Furthermore, when a new web banner is placed, it is assigned to one or more user profiles, also using fuzzy logic model.

Cookies and client scripts will be used, in order to accomplish execution speed, high efficiency and effectiveness.

This project is intended to be group activity. The goal of this particular part of the project is building a prototype of behavioral attribute driven smart targeting system.

Results and assessment
The project outcome would be written report and application, assessed by supervisor.
Other (additional) information