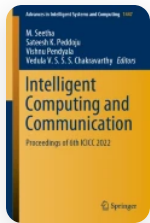


[Home](#) > [Intelligent Computing and Communication](#) > Conference paper

Online Advertising Dataset Using ANN (Artificial Neural Networks) and LR (Linear Regression Techniques)

| Conference paper | First Online: 20 September 2023

| pp 71–79 | [Cite this conference paper](#)



Intelligent Computing and Communication (ICICC 2022)

[A. Srinivasulu](#) , [K. B. Chowdappa](#), [M. Deena Babu](#), [L. Venkateswara Reddy](#) & [A. Vijay Kumar](#)

 Part of the book series: [Advances in Intelligent Systems and Computing](#) ((AISC, volume 1447))

 Included in the following conference series:
[International Conference on Intelligent Computing and Communication](#)

 171 Accesses

Abstract

Advanced displaying provides online sentiment digital advertisers with information into their sales. Sales are critical in increasing the business when sentimental digital marketing methods are used. Sentiment digital marketing is one approach for providing information about their company, gadgets, and products. Utilizing web-based advertising metrics like aggregation are designed to save you time when you need the most recent information for a show or report you're dealing with against a cutoff time. Business members can use our unique time span to expand their business. The current system has a high error rate, a poor business visualization strategy, and a high time complexity. AI technology has been employed in a variety of ways to improve the reach of target audiences in online targeted digital advertising. Recent study shows that improved computational force promotes capacity-focused granular crowds. This study explores and identifies several AI technologies used to improve specific web-based advertising. These three categories widely recognize and divide the word-of-mouth, client-driven, and content-driven promotion via radio, television, and newspapers methodologies that compose AI-based Internet designed promoting strategies. The proposed AI computation accurately predicts information at 94.50% using linear regression and neural network methods.

 This is a preview of subscription content, [log in via an institution](#)  to check access.

Access this chapter

[Log in via an institution](#)

 **Chapter**

EUR 29.95
Price includes VAT (India)

Available as PDF

Read on any device

Instant download

Own it forever

▼ eBook

EUR 181.89

▼ Softcover Book

EUR 219.99

Tax calculation will be finalised at checkout

Purchases are for personal use only

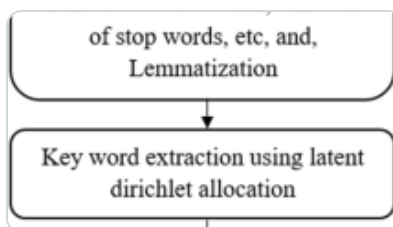
[Institutional subscriptions](#) →

Similar content being viewed by others



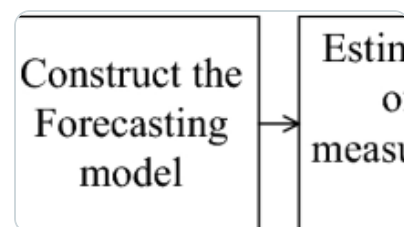
The Usage of Artificial Intelligence in Digital Marketing: A Review

Chapter | © 2021



Predicting the customer's opinion on amazon products using selective memory...

Article | 19 November 2019



Product sales forecasting using macroeconomic indicators and online reviews: a method...

Article | 04 January 2019

References

1. Weerahandi H, Hochman KA, Simon E, Blaum C, Chodosh J, Duan E, Garry K, Kahan T, Karmen-Tuohy SL, Karpel HC et al (2021) Post-discharge health status and symptoms in patients with severe COVID-19. J Gen Intern Med 36(3):738–745

2. Choia J-A, Limb K (2020) Identifying machine learning techniques for classification of target advertising. The Korean Institute of Communications and Information Sciences (KICS), Elsevier B.V. CC BY-NC-ND license; ICT Express 6:175–180. Available online at <http://creativecommons.org/licenses/by-nc-nd/4.0/>, <https://doi.org/10.1016/j.ict.2020.04.012>, www.sciencedirect.com
3. Saura JR (2020) Using data sciences in sentiment digital marketing: framework, methods, and performance metrics. Department of Business Economics, Rey Juan Carlos University, Madrid, Spain, © 2020. Received 30 Mar 2020. Accepted 3 Aug 2020. Available online 15 Aug 2020; J Innov Knowl. Elsevier Espana, S.L.U. CC BY-NC-ND license. <http://creativecommons.org/licenses/by-nc-nd/4.0/>
4. Aladwani AM, Dwivedi YK (2018) Towards a theory of socio citizenry: quality anticipation, trust configuration, and approved adaptation of governmental social media. Int J Inf Manage 43:261–272

5. Alrifai R (2017) A data mining approach to evaluate stock-picking strategies. J Comput Sci Coll 32(5):148–155

6. Archak N, Ghose A, Ipeirotis PG (2011) Deriving the pricing power of product features by mining consumer reviews. Manage Sci 57(8):1485–1509

7. Arias M, Arratia A, Xuriguera R (2014) Forecasting with twitter data. *ACM Trans Intell Syst Technol (TIST)* 5(1):1–24

[Google Scholar](#)

8. Avery J, Steenburgh TJ, Deighton J, Caravella M (2012) Adding bricks to clicks: predicting the patterns of cross-channel elasticities over time. *J Mark* 76(3):96–111

[Article](#) [Google Scholar](#)

9. Ballestar MT, Grau-Carles P, Sainz J (2018) Customer segmentation in e-commerce: applications to the cashback business model. *J Bus Res* 88:407–414

[Article](#) [Google Scholar](#)

10. Choi JA, Lewis R (2017) Culture and the star-power strategy: comparing American and Korean response to celebrity-endorsed advertising. *J Glob Mark* 30(1):3–11

[Article](#) [Google Scholar](#)

11. Jamshidi M, Lalbakhsh A, Talla J, Peroutka Z, Hadjilooei F, Lalbakhsh P, Jamshidi M, La Spada L, Mirmozafari M, Dehghani M et al (2020) Artificial intelligence and COVID-19: deep learning approaches for diagnosis and treatment. *IEEE Access* 8:109581–109595

[Article](#) [Google Scholar](#)

12. Chen Y, Kapralov M, Canny J, Pavlov DY (2009) Factor modeling for advertisement targeting. In: *Advances in neural information processing systems*, pp 324–332

[Google Scholar](#)

13. Capatina A, Kachour M, Lichy J, Micu A, Micu A, Codignola F (2020) Matching the future capabilities of an artificial intelligence-based software for social media marketing with potential users' expectations. *Technol Forecast Soc Change* 151:119794
[Article](#) [Google Scholar](#)

14. Lo SL, Cornforth D, Chiong R (2015) Effects of training datasets on both the extreme learning machine and support vector machine for target audience identification on twitter. In: *Proceedings of ELM-2014*, vol 1. Springer, Cham, pp 417–434
[Google Scholar](#)

15. Lo SL, Chiong R, Cornforth D (2015) Using support vector machine ensembles for target audience classification on Twitter. *PLoS One* 10(4)
[Google Scholar](#)

16. Li H, Zhang D, Hu J, Zeng H, Chen Z (2007) Finding keyword from online broadcasting content for targeted advertising. In: *Proceedings of the 1st international workshop on data mining and audience intelligence for advertising*, pp 55–62
[Google Scholar](#)

17. Ta A (2015) Factorization machines with follow-the-regularized-leader for CTR prediction in display advertising. In: *Proceedings of 2015 IEEE international conference on big data (big data)*, IEEE, pp 2889–2891
[Google Scholar](#)

Author information

Authors and Affiliations

Data Science Research Laboratory, Blue Crest University, Monrovia, 1000, Liberia

A. Srinivasulu

Department of CSE, GPREC, Kurnool, A.P., India

K. B. Chowdappa

Department of IT, MREC, Hyderabad, TS, India

M. Deena Babu

Department of CSE, KGR CET, Hyderabad, TS, India

L. Venkateswara Reddy

Department of AI, VJIT, Hyderabad, TS, India

A. Vijay Kumar

Corresponding author

Correspondence to [A. Srinivasulu](#).

Editor information

Editors and Affiliations

Department of Computer Science, G. Narayanamma Institute of Technology and Science (Autonomous), Hyderabad, India

M. Seetha

Department of Computer Science, Indian Institute of Technology Roorkee, Roorkee, India

Sateesh K. Peddoju

Faculty of Data Science, San Francisco Bay Area, California, CA, USA

Vishnu Pendyala

Department of Electronics and Communication Engineering, Raghu Institute of Technology, Visakhapatnam, Andhra Pradesh, India

Vedula V. S. S. S. Chakravarthy

Rights and permissions

Copyright information

© 2023 The Author(s), under exclusive license to Springer Nature Singapore Pte Ltd.

About this paper

Cite this paper

Srinivasulu, A., Chowdappa, K.B., Babu, M.D., Reddy, L.V., Vijay Kumar, A. (2023). Online Advertising Dataset Using ANN (Artificial Neural Networks) and LR (Linear Regression Techniques). In: Seetha, M., Peddoju, S.K., Pendyala, V., Chakravarthy, V.V.S.S.S. (eds) Intelligent Computing and Communication. ICICC 2022. Advances in Intelligent Systems and Computing, vol 1447. Springer, Singapore. https://doi.org/10.1007/978-981-99-1588-0_7

[.RIS](#)  [.ENW](#)  [.BIB](#) 

DOI

https://doi.org/10.1007/978-981-99-1588-0_7

Published

20 September 2023

Publisher Name

Springer, Singapore

Print ISBN

978-981-99-1587-3

Online ISBN

978-981-99-1588-0

eBook Packages

[Intelligent Technologies and Robotics](#)

[Intelligent Technologies and Robotics \(R0\)](#)

Publish with us

[Policies and ethics](#) 

