iJRASET
International Journal For Research in Applied Science and Engineering Technology

# INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

**Volume:** 13 **Issue:** V **Month of publication:** May 2025

**DOI:** https://doi.org/10.22214/ijraset.2025.70303

www.ijraset.com

Call: 08813907089 | E-mail ID: ijraset@gmail.com

International Journal for Research in Applied Science & Engineering Technology (IJRASET)
*ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538*
*Volume 13 Issue V May 2025- Available at www.ijraset.com*

# An AI and Machine Learning Approach to Precision Targeting in Social Media Advertising

Anusha Musunuri
*Senior Data Scientist, Palo Alto, California, USA*

***Abstract:*** ***As social media has become a leading platform for digital marketing, businesses are increasingly focusing on personalized advertising strategies. One of the most effective approaches involves applying artificial intelligence (AI) and machine learning (ML) to optimize ad targeting across social media platforms. This approach typically involves several key stages: data collection, data preprocessing, model training, and optimization of targeting strategies. In the data collection phase, user interaction and behavioral data are gathered from various online sources. This data is then preprocessed by removing noise, filling in missing values, and converting categorical features into numerical formats suitable for machine learning models. Once the data is cleaned, various ML algorithms such as logistic regression, decision trees, and neural networks are trained to identify patterns between user features and ad engagement outcomes. After training, model performance is evaluated to determine the most effective algorithm. The best-performing model is then deployed to predict outcomes such as the likelihood of a user clicking on an ad. These predictions can be used to continuously refine targeting strategies based on new data, making the system adaptive and increasingly accurate over time. Using ML to optimize social media ad targeting offers several advantages. It helps businesses achieve better return on investment (ROI) through more precise targeting, reduces manual workload, and enables scalable, automated ad delivery. This framework provides a data-driven method for enhancing the effectiveness of digital advertising campaigns.***

***Keywords: Digital Advertising, Artificial Intelligence, Machine Learning, Ad Targeting, Personalization, Optimization, Performance, ROI***

## I. INTRODUCTION

Social media platforms are among the most effective channels for digital advertising due to their broad reach, precise targeting capabilities, and robust tracking features. These platforms generate vast amounts of user data, which, while valuable, also presents challenges for businesses trying to reach specific audience segments effectively. To address this, machine learning (ML) offers a structured approach to optimize ad targeting through stages such as data collection, preprocessing, algorithm selection, and performance evaluation. The process begins with gathering data from multiple sources, including social media platforms, website analytics, and customer relationship management (CRM) systems. This data typically includes audience demographics, interests, behavioral patterns, and engagement history. Once collected, the data must be preprocessed to remove noise, fill missing values, and transform features into formats suitable for ML models. This step is critical, as high-quality data improves the accuracy and reliability of the learning process. Following preprocessing, various machine learning algorithms can be applied to the dataset. Common models include decision trees, logistic regression, and neural networks. The choice of algorithm depends on the nature of the dataset and the specific objectives of the advertising campaign. These models are trained on historical data to uncover patterns and predict which audience segments are most likely to respond to a given ad. Performance evaluation follows model training, where key performance indicators (KPIs) such as click-through rate (CTR), conversion rate, and return on investment (ROI) are monitored. Based on these metrics, the model is refined and optimized to improve targeting accuracy. This continuous feedback loop enables advertisers to adjust their campaigns dynamically for better results. Using ML for social media ad targeting offers several benefits, including lower acquisition costs, increased targeting precision, and reduced manual intervention. However, one major limitation is the lack of transparency in how some algorithms make decisions. Many ML models operate as “black boxes,” making it difficult for marketers to understand why certain audience segments are selected. This opacity can hinder advertisers from making strategic improvements or gaining insights into campaign performance. The other big issue is data quality; a machine learns data. It just takes a few data types to confirm that the predictions are correct. It poses a risk since any algorithm would be trained with a biased dataset, hence producing a biased output.The main contribution of the research has the following:

*1)* This method is useful for integrating data across different channels. It detects the appropriate audience segments and predicts the most suitable ads and messages for each segment. The Offer The offer is intertwined with social media marketing. The

offer substantiates a directed course to change the impulse of the socio group for the next promotions to enhance the chances of ROI.

*2)* System for Social Media Marketing by Machine Learning Algorithm By using advanced algorithms to mine data from several sources, the framework gives advertisers the tool to precisely and successfully target their ads. This contribution is relevant for the future of social media advertising, where AI and machine learning will become core.

*3)* Thus, the study also lays down some essential knowledge regarding the influence of the level of execution of machine learning algorithms on advertisement performance. The framework is validated with data from real-world scenarios, showing that it makes ad targeting a significantly better problem and will translate into more conversions. The results will contribute to the existing understanding of the applicability of machine learning in social media advertising, and practitioners can benefit from identifying practical targeting approaches.

The remaining part of the research has the following chapters. Chapter 2 describes the recent works related to the research. Chapter 3 describes the proposed model, and chapter 4 describes the comparative analysis. Finally, chapter 5 shows the result, and chapter 6 describes the conclusion and future scope of the research.

## II. RELATED WORK

Kaur, H. al. [8] have explored the novel sentiment analysis deep learning algorithm, which is focused on a dataset of tweets related to ongoing COVID-19 issues. We used an approach based on neuro-networks that automatically predicted sentiments in the tweets as either positive, negative, or neutral. Its model will be trained and refined over time using a large dataset of tweets about COVID-19. It will also consider the context of the tweets, along with the sarcasm and irony in the language used, to give a higher accuracy of sentiment analysis. This algorithm will help understand how the people reacted and what the opinion of the people for this pandemic is, which can be so costly for the decision-makers and the crisis managers. Geetha, B. T., et,al. [9] talked about the extensive use of advanced artificial intelligence algorithms in digital marketing, which will significantly improve the acquisition of customer insights. Such advanced algorithms can collect and analyze large amounts of data from a variety of sources, such as social media, online behaviours, and purchases. It allows marketers to know exactly who their users are, what they like or dislike, and what they need. By leveraging this valuable stage, marketers can customize marketing strategies for customers, improve customer engagement, and ultimately increase the conversion rate. With the latest AI algorithms, businesses can be put ahead of competitors due to the iterative system improvement of their digital marketing, which allows them to be interconnected with customers in a bid to inquire about the best productive means of reaching customers. Okeleke, P. Aet, al. Artificial intelligence (AI) predictive analytics, based on AI algorithms, can identify trends and, based on the analysis of massive amounts of data, predict future trends in the market [10]. It will be helpful for businesses in anticipating consumer behaviour, detecting growth prospects, preparing for shifts in consumer preferences, etc. By using predictive analytics, companies could have a better idea of who their target audience is, stay ahead of the competition, and provide what the market desires by rewarding their customers in a timely manner. Sahoo, S. R. al. This method utilizes multiple features from various sources for accurate detection and classification of fake news on social networks based on deep-learning-based approaches.[11] They comprise linguistic features such as language patterns and sentence structure; network features such as user interactions and account credibility, and content features such as visual and textual cues. The model can effectively differentiate between real and fake news with high accuracy by bringing these different features together. By employing advanced deep learning techniques that utilize data from multiple sources to analyze and understand the dynamics of misinformation spread, this method can effectively identify and prevent the dissemination of such false information across diverse social networks. Hicham, N., et al. This approach relies on data analytics and machine learning algorithms to process a large amount of customer data in real-time to develop comprehensive insights into customer behaviour and develop targeted marketing strategies.[12] This gives companies insights into consumer behaviour and trends that can be applied to their subsequent marketing strategies. This approach can involve deploying AI-enabled solutions and platforms across marketing, from audience segmentation and targeted messaging to campaign optimization. Lee, J., Jung, O.et,al. Methods for the course The authors in [13] discussed various machine learning algorithms and the comparison of the approach interpretation to buy online conv, which is used to analyze human sentiment towards a specific thing. This means testing a variety of classes like decision trees, logistic regression, and support vector machines for accuracy with respect to online purchase behaviour. Alsayat, A. et al. [14] talked about Testing the performance of machine learning methods for predicting transformation into an online purchase. Next, you are trained on performance metrics from other algorithms, such as accuracy, precision, recall, and F1 score. We also consider model interpretability as gaining a better understanding of what drives purchase conversion, which is valuable.

*ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538*
*Volume 13 Issue V May 2025- Available at www.ijraset.com*

## III. PROPOSED MODEL

This Hypothetical Model is a Model for applying ML to optimize social media advertisement targeting. The framework consists of three main parts: data log Collection processing, data optimization, and ad targeting. Stage one is data gathering, gathering the information and facts from different sources related to your user profiles and behaviors and bringing together their social website interaction action. Trends will be analyzed, and user behavior and preferences will be developed into insights with the help of techniques using this data. Processing of data is the second step, where the data is cleaned, organized, and analyzing the data. In addition, it converts the data into a format that is applicable to machine learning algorithms. The last one is ad targeting, which is the process of using machine-learning algorithms on that processed data to figure out who the right consumers are for a given product or service.

$$\log p_s = \sum_{i=1}^{T} \sum_{j=i-b} \log p\left(s_j / s_i\right) \tag{1}$$

$$1 - \frac{1}{N} \sum_{s=1}^{N} p_s, \tag{2}$$

$$h_t = f_H\left(O_t\right) \tag{3}$$

$$O_t = W_{1Hx_t} + W_{HH} h_{t-1} + b_h \tag{4}$$

$$y_t = fo\left(W_{Ho} h_t + b_o\right) \tag{5}$$

The demographics, likes, and habits of the target audience will be identified through other methods of this analysis. The framework also enables evaluation & monitoring to assess the efficacy of the advertising targeting strategy. It entails tracking the campaign results beyond the rumination, for instance, the campaign-level metrics like CTRs, conversions, and customer engagement, to know how the optimized ad targeting has impacted the more significant campaign outcome. There are so many advantages to this proposed model. Last but not least, it is easy to improve the consumer experience by providing ads that are relevant to them and personalized, as it is bound to increase consumer satisfaction and loyalty.

### *A. Construction*

Ad feature generation is selecting key features of a massive data set slack for ad targeting and delivery. Land on a screen where you'll specify targeting options, or in other words, who will see your ad. The first step in ad feature generation is to define a target audience based on demographics, interests, and behaviors. Based on this information, the potential attributes that can be offered to the target audience are created. These features may range from simple demographic data such as age and gender to elaborate ones such as browsing history, search queries, and web-based interactions. With the features defined, it performs iterative testing and refinement of the models using advanced statistical and machine-learning techniques.Fig 1: Shows the Construction Model.

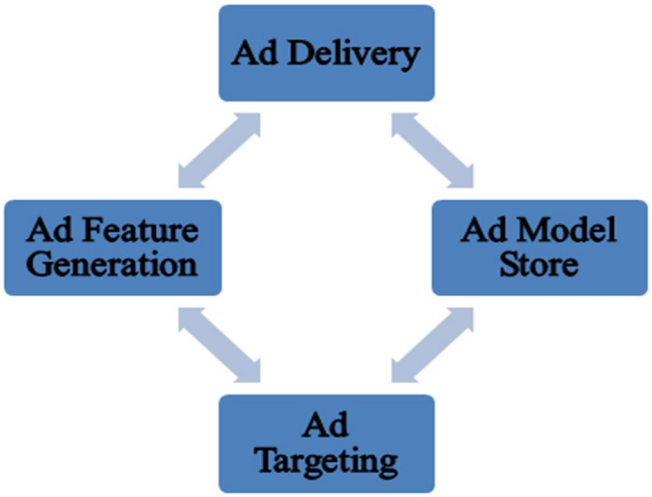



Fig 1: Construction Model

This involves knowing how features relate to the outcome we care about. Figure out which features correlate the most with the desired result and use that for targeting and delivery.

$$\tanh(x) = \frac{e^{2x} - 1}{e^{2x} + 1} \tag{6}$$

$$\sigma(h) = \frac{1}{1 + e^{-x}} \tag{7}$$

$$\sigma(x) = \frac{\tanh(x/2) + 1}{2} \tag{8}$$

$$L(y, z) = \sum_{t=1}^{T} L_t(y_t z_t) \tag{9}$$

$$f(x) = B_0 + sum(a_i * (x_i)) \tag{10}$$

These features are stored in an ad model store such as a DB or in cloud storage like Amazon s3. It helps you get to the features for ad targeting and delivery quickly and easily. These features are used to profile the type of audience you want to target for ad campaigns. Then, this information is used to compile a profile of the user that advertisers can utilize when developing ad campaigns, meaning they are putting their promotion in front of the best-suited audience and sending them content that speaks to them directly. Finally, during ad delivery, the chosen characteristics are used in real-time to distribute an ad to the most pertinent audience segments. Typically, though, this would be done somewhat automatically as the algorithm would gradually improve and optimize targeting off of real-time data.

### *B. Operating Principle*

Machine learning (ML) is the term commonly used to describe mathematical algorithms and statistical models that allow computer systems to execute defined tasks without specific rules being programmed into them. That means that it covers a broad range of types and algorithms that computers use to predict or decide based on trends and patterns discovered in data. It's a supervised learning algorithm that signifies that the model uses labeled data to produce the mapping function to predict the labels, the particular label, and the input data. We use this mapping function to make predictions on new, unseen data. Regression, decision trees, and artificial neural networks are standard supervised learning algorithms. Fig 2: Shows the Operating Principle Model.

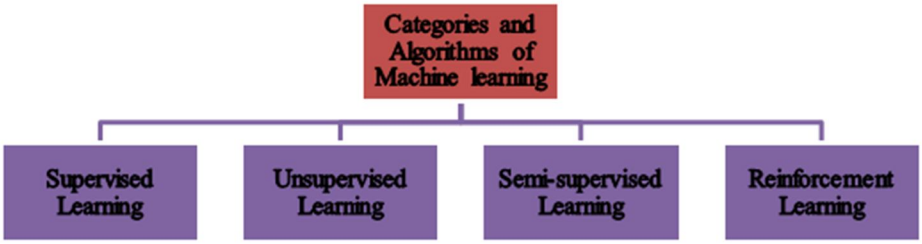



Fig 2: Operating Principle Model

In unsupervised learning, the algorithm is given a dataset without any labels, and it must figure out patterns and relationships in the data on its own. Hence, the fundamental concept here is that we need to observe the data, verify whether specific images, tags, or clusters are present, and minimize them to their minimum dimensionality.

$$(x, x_i) = Sum(x * x_i) \tag{11}$$

$$k(x, x_i) = \exp\left(-\gamma * sum\left(\left(x - x_i^2\right)\right)\right) \tag{12}$$

$$Z = \frac{x - \min(x)}{\left[\max(x) - \min(x)\right]} \quad (13)$$

$$y = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + .... + \beta_k x_k + \varepsilon \quad (14)$$

$$sumSqEr = \sum \left(y - \bar{y}\right)^2 \quad (15)$$

Semi-supervised learning is a combination of supervised and unsupervised learning. It uses a small amount of labeled data and a large amount of unlabeled data to improve the model performance. This learning is known as reinforcement learning, in which you learn by interacting with the environment and getting rewards for taking specific actions.

## IV. RESULT AND DISCUSSION

### A. *Data Collection and Integration*

The first step of using a machine learning algorithm to optimize social media ad targeting is to collect and integrate data from various sources, including social media platforms, customer relationship management systems, website data, and third-party data providers. Fig 3: Shows the computation of Data Collection and Integration.

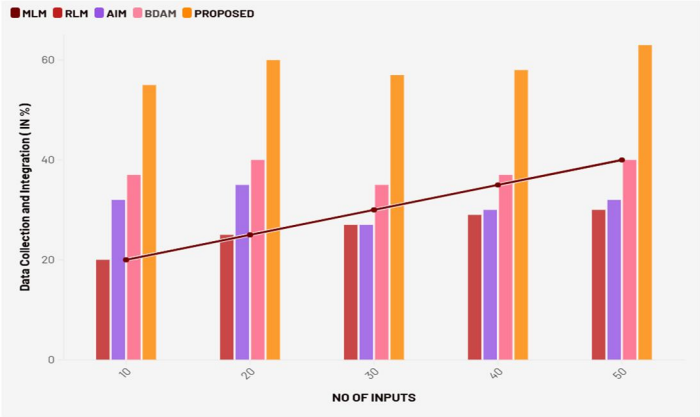



Fig 3: Computation of Data Collection and Integration

The framework should analyze and extract relevant data, ensuring accuracy and completeness.

### B. *Data Pre-processing*

Data collected from various sources may contain missing values, outliers, or inconsistent formats, which affect the accuracy of machine learning algorithms.Fig 4: Shows the computation of Data Pre-processing.

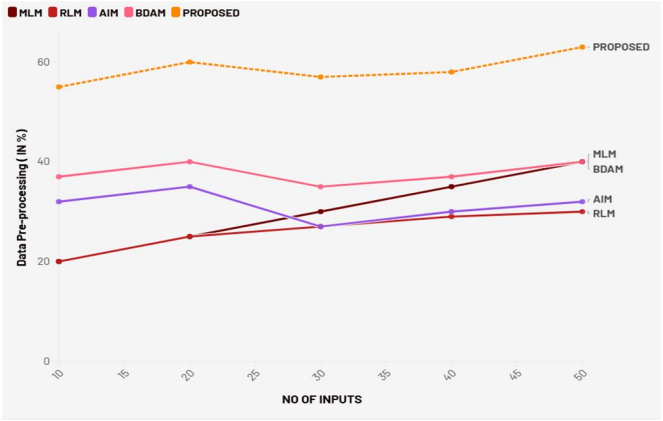



Fig 4: Computation of Data Pre-processing

The framework should incorporate a data pre-processing stage to clean the data and resolve any issues that may impact the quality of the analysis.

### *C. Machine Learning Algorithm Selection*

The effectiveness of optimizing social media ad targeting relies on choosing the right machine learning algorithm.right machine learning algorithm. Fig 5: Shows the computation of Machine Learning Algorithm Selection.

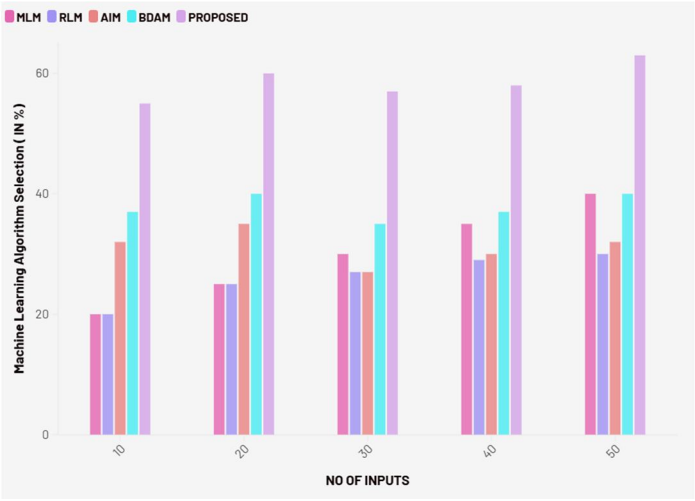



Fig 5: Computation of Machine Learning Algorithm Selection

The framework should evaluate the problem statement and data characteristics to identify the most appropriate algorithm, whether it be supervised or unsupervised learning, regression, or classification.

### *D. Feature Selection and Engineering*

The input data for a machine learning algorithm may include hundreds or thousands of features, which makes it difficult to identify the most relevant ones. Fig 6: Shows the computation of Feature Selection and Engineering.

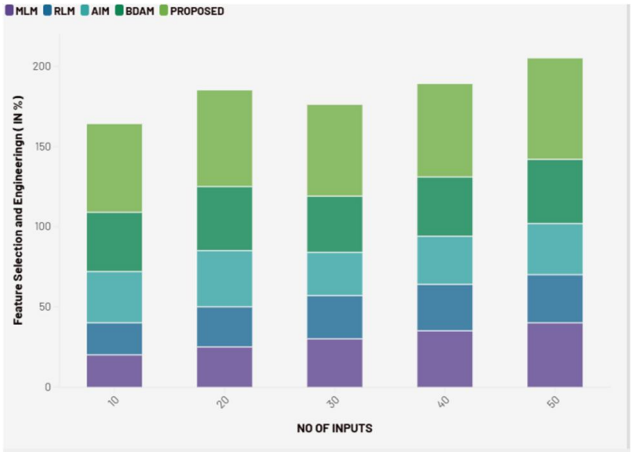



Fig 6: Computation of Feature Selection and Engineering

The framework should employ techniques such as principal component analysis, correlation analysis, or decision trees to select key features and create new ones that can enhance prediction accuracy.

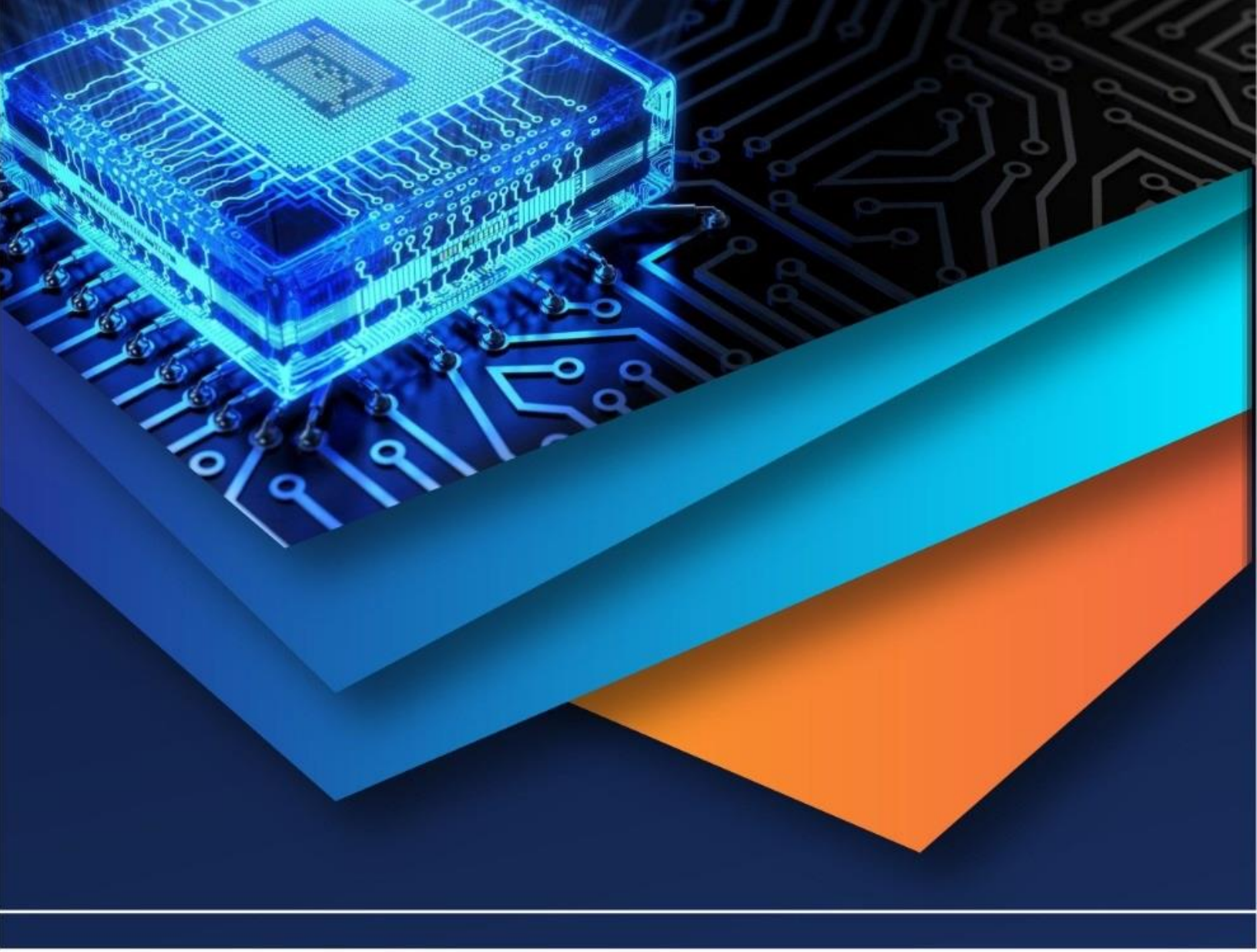
## V. CONCLUSION

Machine learning algorithms utilize data and statistical models to understand customer behavior and predict consumer preferences. Using these algorithms allows companies to refine how they target their ads on social networks, thereby raising the likelihood that their ads will be seen by their ideal users. So here we have three central states implemented in the machine learning algorithm that we use when we are using it for the targeted social media ad optimization purpose: data collection, data processing, and data analysis. Step one: Companies need to gather data from multiple sources, from social media and customer interactions to online behaviors. Data Cleaning / Data Integration: this data can be further manipulated and shaped. After cleaning & integration, the data

can be analyzed using machine learning algorithms. The behaviors of the customer must be interpretable using machine learning algorithms such as clustering, regression, and classification format, which are an imperative part of the framed work stage of analysis. These algorithms can further be used to learn the patterns, trends, etc., from the data and use that to make sure they are targeting the right target audience, triggering the right ads. This data can be effectively utilized to create ad campaigns based on the interest and behavior of the user, which helps increase conversion rates. Framing these traits offers many benefits to the companies.

## REFERENCES

[1] García, Á. L., De Lucas, J. M., Antonacci, M., Zu Castell, W., David, M., Hardt, M., ... & Kedi, W. E., Ejimuda, C., Idemudia, C., & Ijomah, T. I. (2024). Machine learning software for optimizing SME social media marketing campaigns. Computer Science & IT Research Journal, 5(7), 1634-1647.
[2] Balaji, T. K., Annavarapu, C. S. R., & Bablani, A. (2021). Machine learning algorithms for social media analysis: A survey. Computer Science Review, 40, 100395.
[3] Ngai, E. W., & Wu, Y. (2022). Machine learning in marketing: A literature review, conceptual framework, and research agenda. Journal of Business Research, 145, 35-48.
[4] Singh, V., Nanavati, B., Kar, A. K., & Gupta, A. (2023). How to maximize clicks for display advertisement in digital marketing? A reinforcement learning approach. Information Systems Frontiers, 25(4), 1621-1638.
[5] De Mauro, A., Sestino, A., & Bacconi, A. (2022). Machine learning and artificial intelligence use in marketing: a general taxonomy. Italian Journal of Marketing, 2022(4), 439-457.
[6] Chinta, S. (2021). Integrating Machine Learning Algorithms in Big Data Analytics: A Framework for Enhancing Predictive Insights.
[7] Barbosa, B., Saura, J. R., Zekan, S. B., & Ribeiro-Soriano, D. (2024). RETRACTED ARTICLE: Defining content marketing and its influence on online user behavior: a data-driven prescriptive analytics method. Annals of Operations Research, 337(Suppl 1), 17-17.
[8] Kaur, H., Ahsaan, S. U., Alankar, B., & Chang, V. (2021). A proposed sentiment analysis deep learning algorithm for analyzing COVID-19 tweets. Information Systems Frontiers, 23(6), 1417-1429.
[9] Geetha, B. T., Yenugula, M., Randhawa, N., Purohit, P., Maney, K. L., & Venkteshwar, A. (2024, March). Advancement improving the acquisition of customer insights in digital marketing by utilising advanced artificial intelligence algorithms. In 2024 International Conference on Trends in Quantum Computing and Emerging Business Technologies (pp. 1-7). IEEE.
[10] Okeleke, P. A., Ajiga, D., Folorunsho, S. O., & Ezeigweneme, C. (2024). Predictive analytics for market trends using AI: A study in consumer behavior. International Journal of Engineering Research Updates, 7(1), 36-49.
[11] Sahoo, S. R., & Gupta, B. B. (2021). Multiple features based approach for automatic fake news detection on social networks using deep learning. Applied Soft Computing, 100, 106983.
[12] Hicham, N., Nassera, H., & Karim, S. (2023). Strategic framework for leveraging artificial intelligence in future marketing decision-making. Journal of Intelligent Management Decision, 2(3), 139-150.
[13] Lee, J., Jung, O., Lee, Y., Kim, O., & Park, C. (2021). A comparison and interpretation of machine learning algorithm for the prediction of online purchase conversion. Journal of Theoretical and Applied Electronic Commerce Research, 16(5), 1472-1491.
[14] Alsayat, A. (2022). Improving sentiment analysis for social media applications using an ensemble deep learning language model. Arabian Journal for Science and Engineering, 47(2), 2499-2511.



10.22214/IJRASET

45.98

IMPACT FACTOR: 7.129

IMPACT FACTOR: 7.429

# INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY