



# adticipate

improving ad targeting with machine learning



Successful marketing can be expensive for startups with limited personnel and budget



Mistargeted ads often result in failure, wasting time and resources



62% of small businesses said paid ads on Facebook are missing the target\*



76% of small businesses faced negative ROI from Facebook ads\*



marketing workflow  
campaign algorithm  
+ machine learning  
predictable results

\*surveyed businesses via G2 Crowd, Weebly, and Manta



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