



DISA Technical Exchange Meeting

Advertising Power

Industry proven predictive technologies,
in service of our defense



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Basic Training

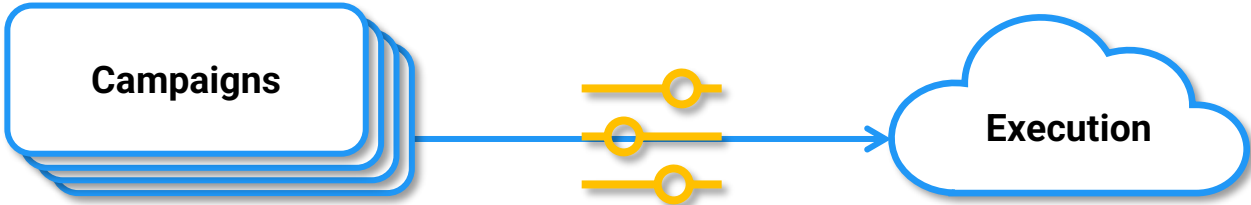
- Website owner - show promotional information
- Website visitors
- Campaigns
- We serve advertising campaigns to website visitors
- Engagements are good
- We maximize engagements
- We've been doing it for many years
- Yay for Advertising?

Situation

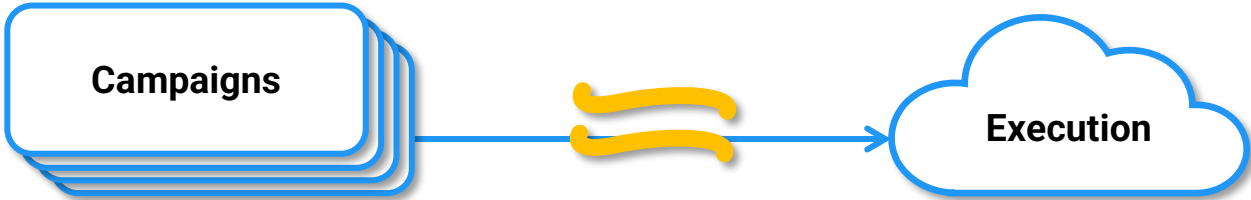
Situation



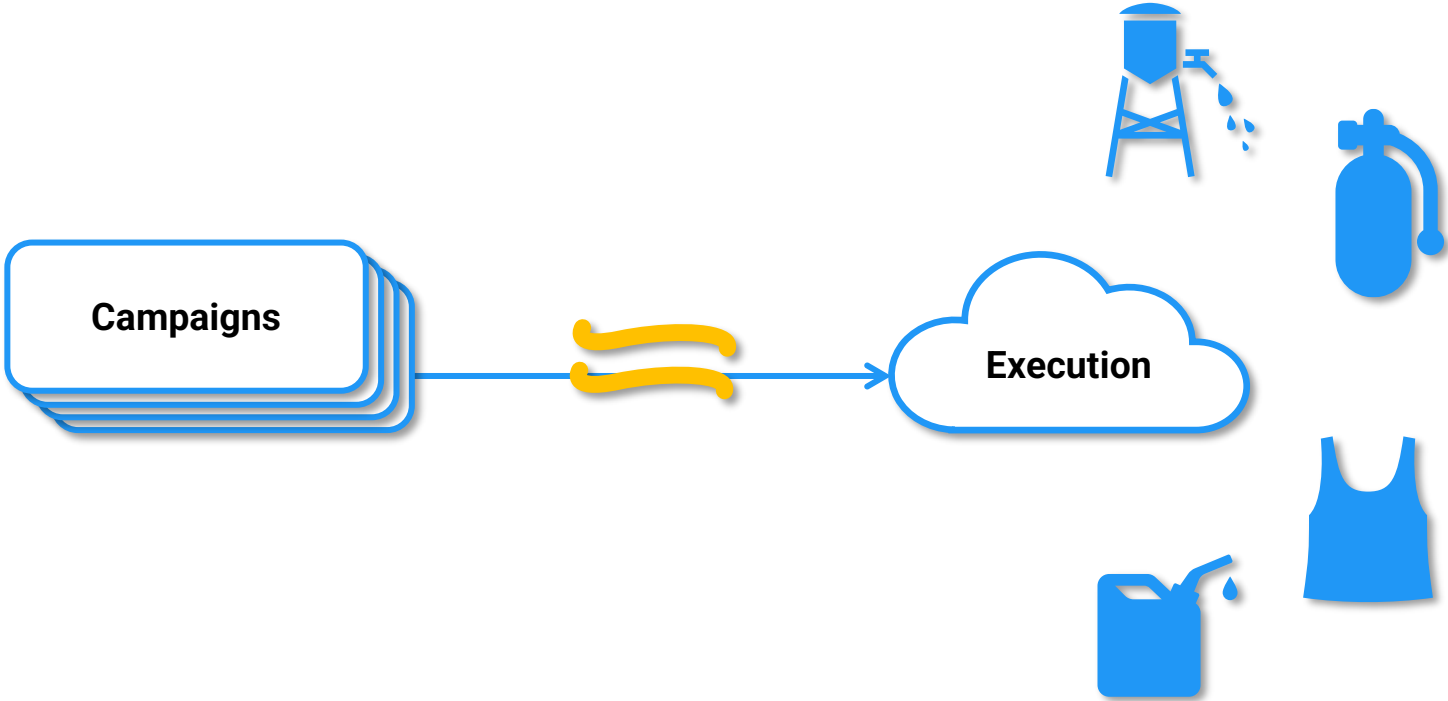
Situation



Correlation



Correlation



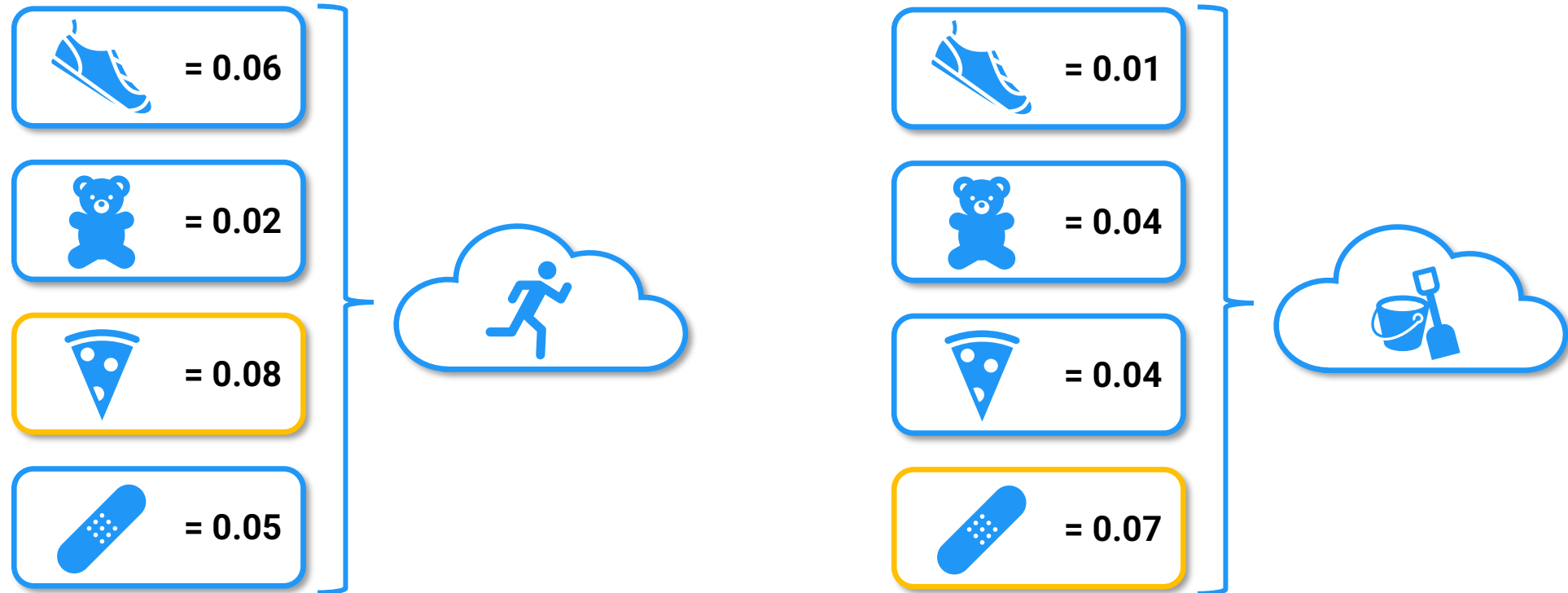
Mission

Mission



Execution

Effect Over Correlation

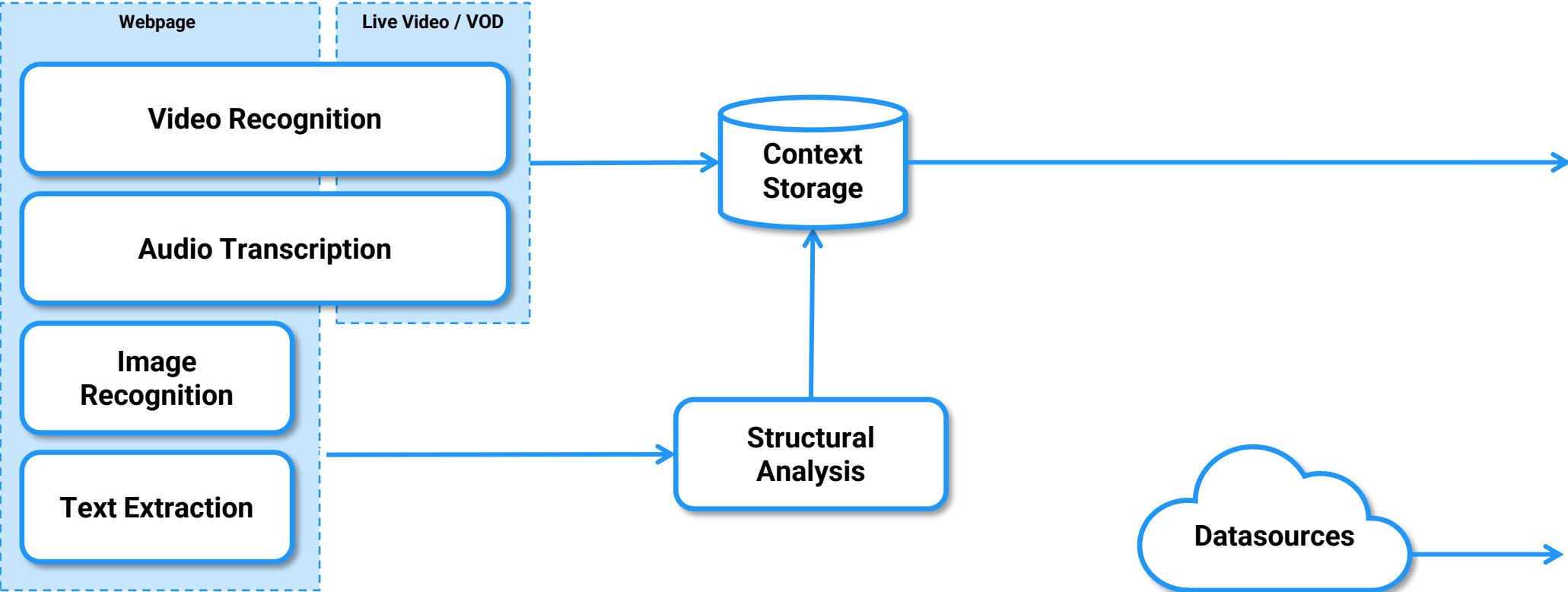


Bird's Eye View



Predictive Selection Workflow

Acquire



Acquire

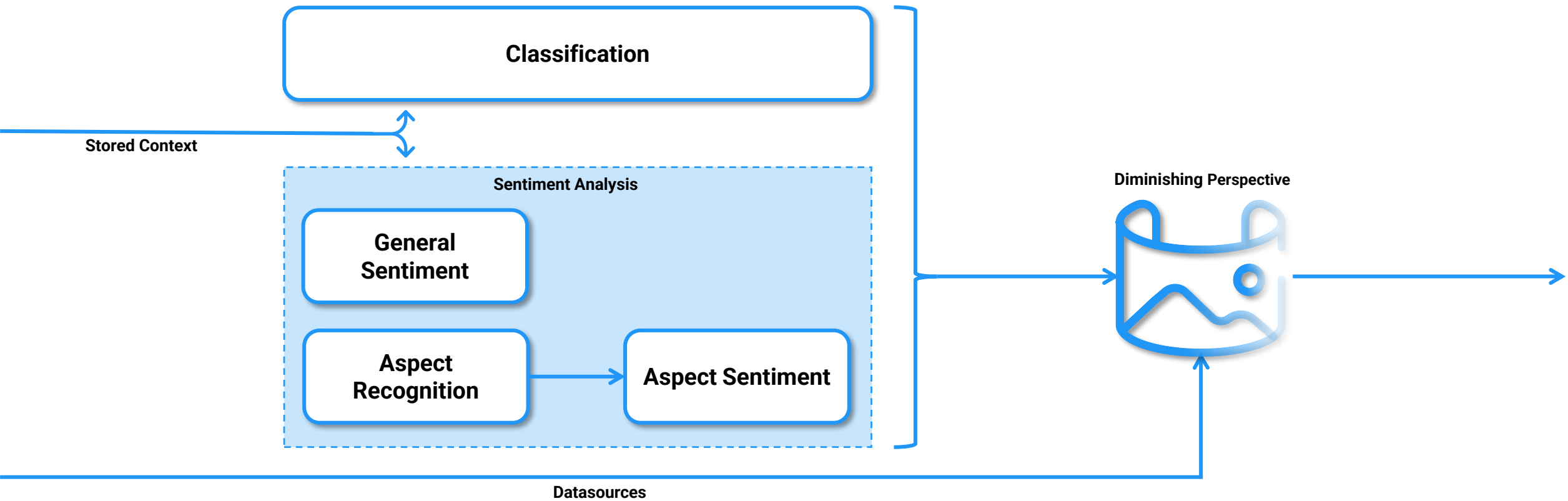
Capability

- Recognize text, image, audio and video, as a standalone or in the context of a web-page
- Multiple acquisition strategies
- Integrate real-time event data sources

Applicability

- Collect intelligence about what is said and done by adversaries and friends, at home and abroad
- A clearer view of the information environment

Comprehend



Comprehend

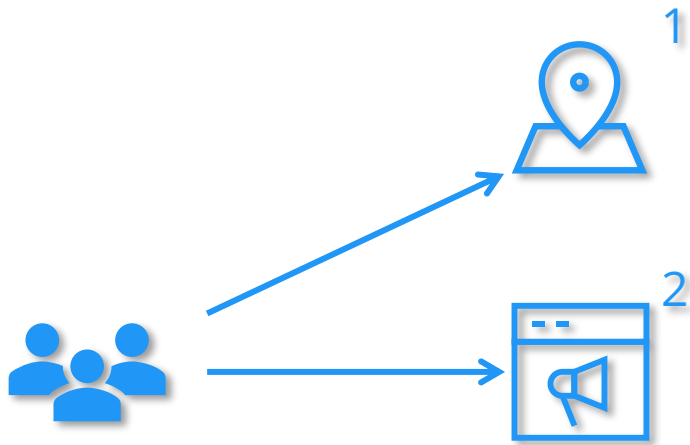
Capability

- Classify data to extract main topics
- What is the sentiment behind the collected data
 - General sentiment
 - Aspect sentiment

Applicability

- Understand **what** is being said
- Trends of sentiment over time
- Shifts in sentiment
- Sentiment spike – early warning
- Sentiment hubs

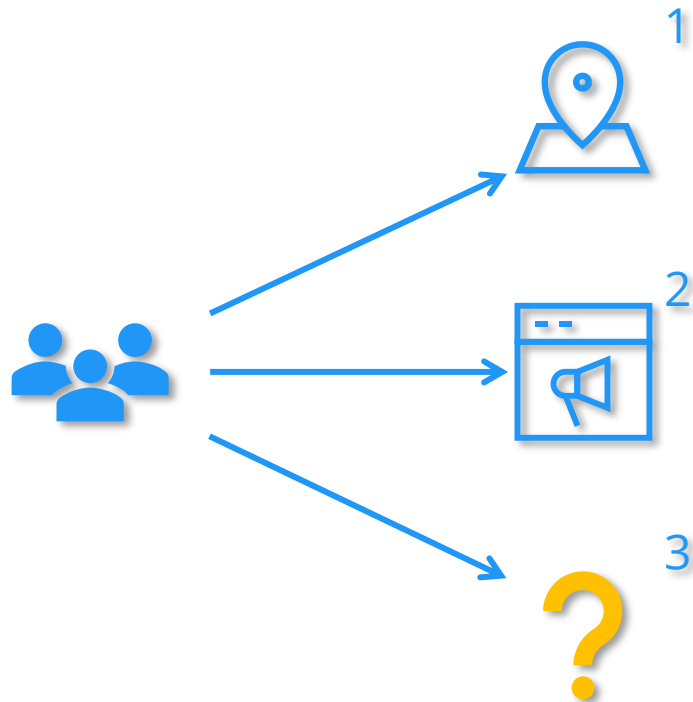
Understand



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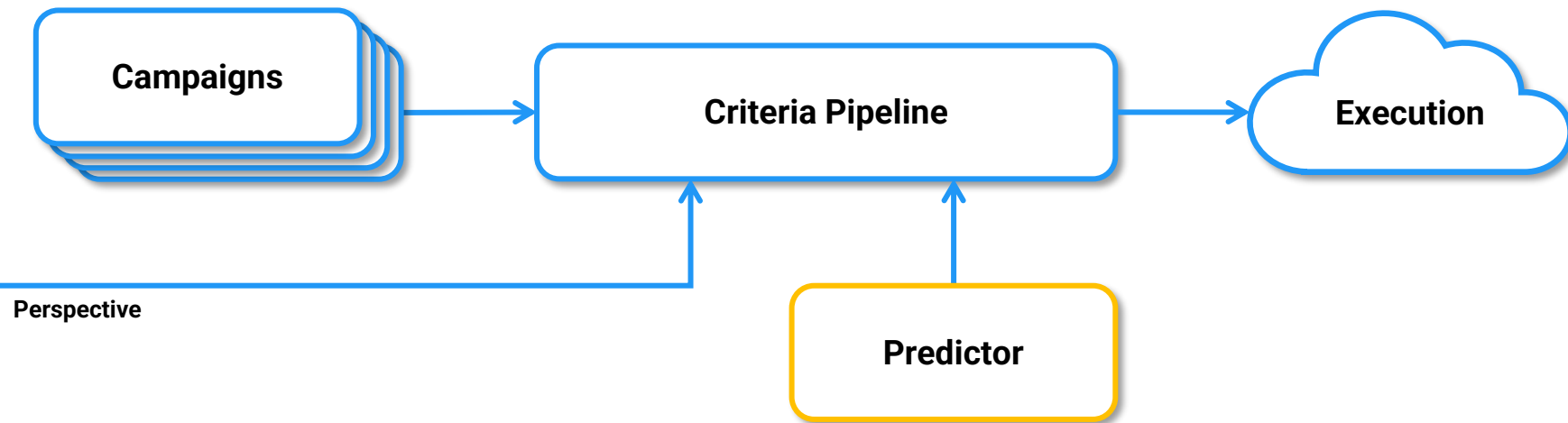
Understand



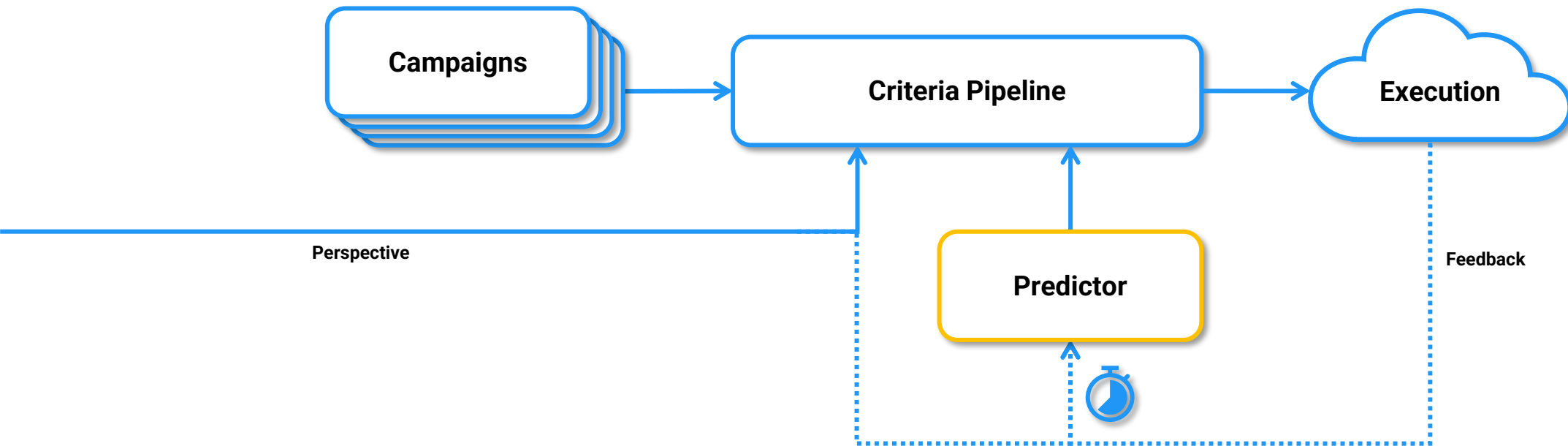
Applicability

- Understand **what** is being said
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- **Sentiment hubs**

Predict



Predict



Predict

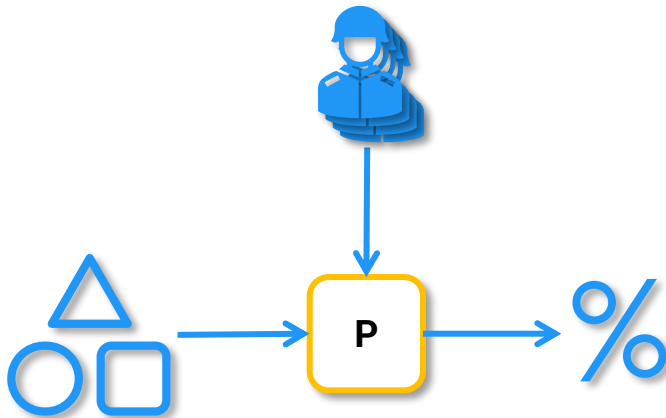
Capability

- Generic predictor vs dedicated predictor
- The more the system predicts, the more knowledgeable it becomes
- Thousands of different webpages every minute

Applicability

- Analyze past trends to predict future events
- Analyze shifts in sentiment to pinpoint source of events
- Proactive / Early-warning
- Support in decision making:
 - Servicemember retention
 - Persons of interest reaction

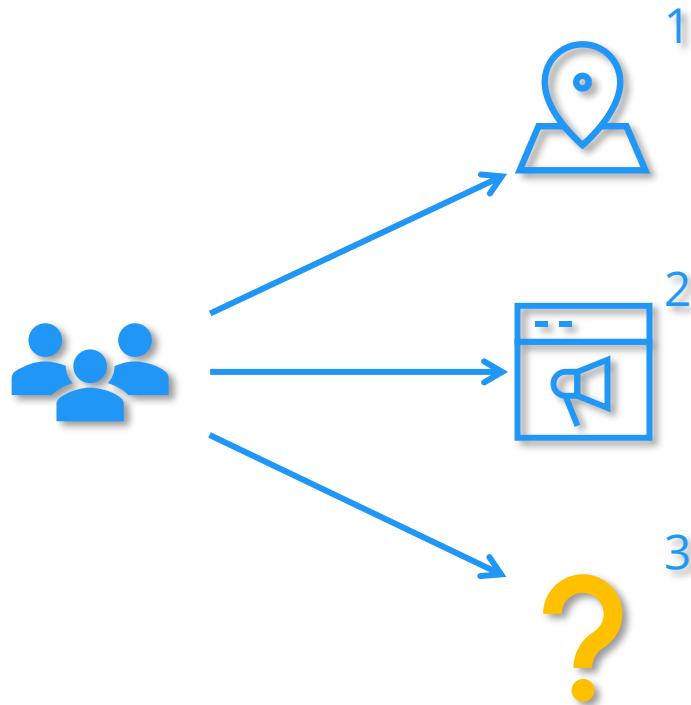
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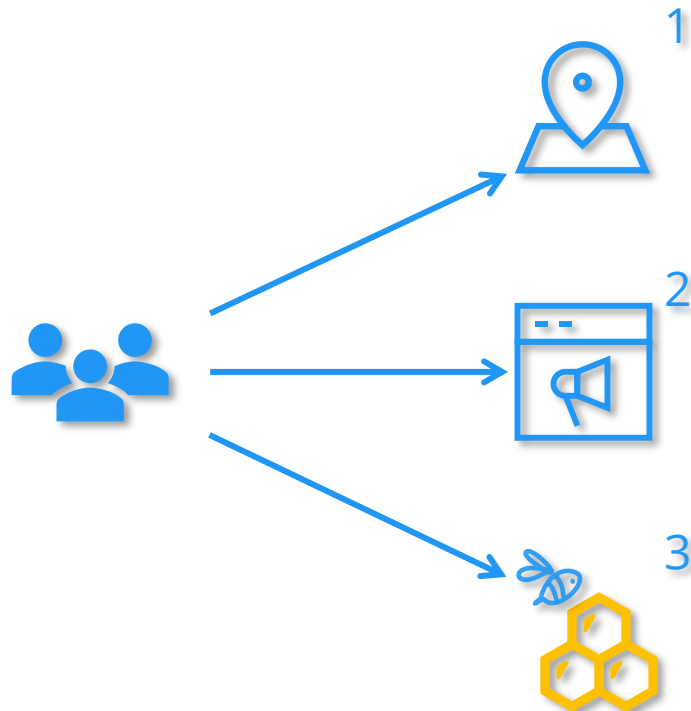
Predict



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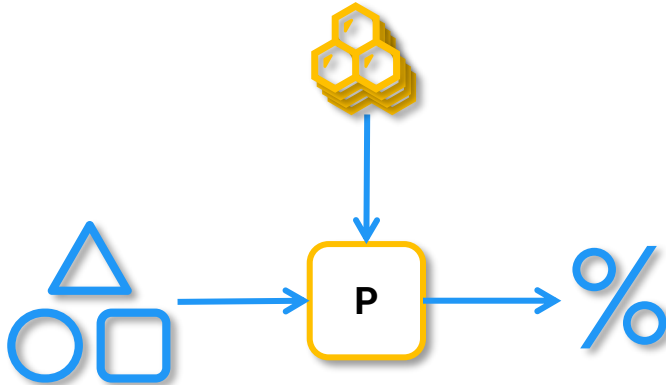
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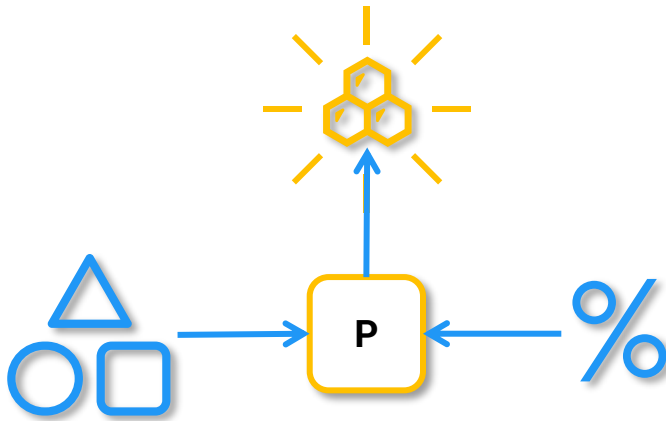
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Still in the Advertising Business

Capability Demonstration

Q&A

Thank You

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