

# AdPioneer

Generative AI Backed System for Tracing Media Trends and Distilling Market Insights

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Developed in Cooperation with  Alike Audience

## Overview

**AlikeAudience** is a data science company in the advertising technology space that specialises in Market Analytics.

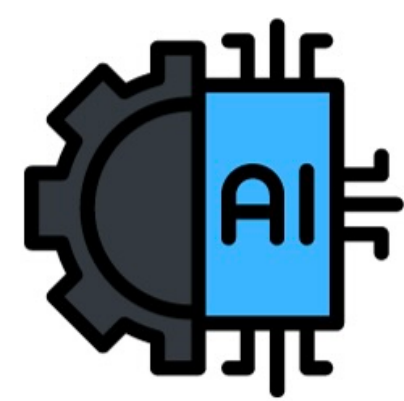
**AdPioneer** is a Creative Machine Intelligence System to gauge information in online trade and media.

## Development

The 3 primary technology aspects :



Web Crawling



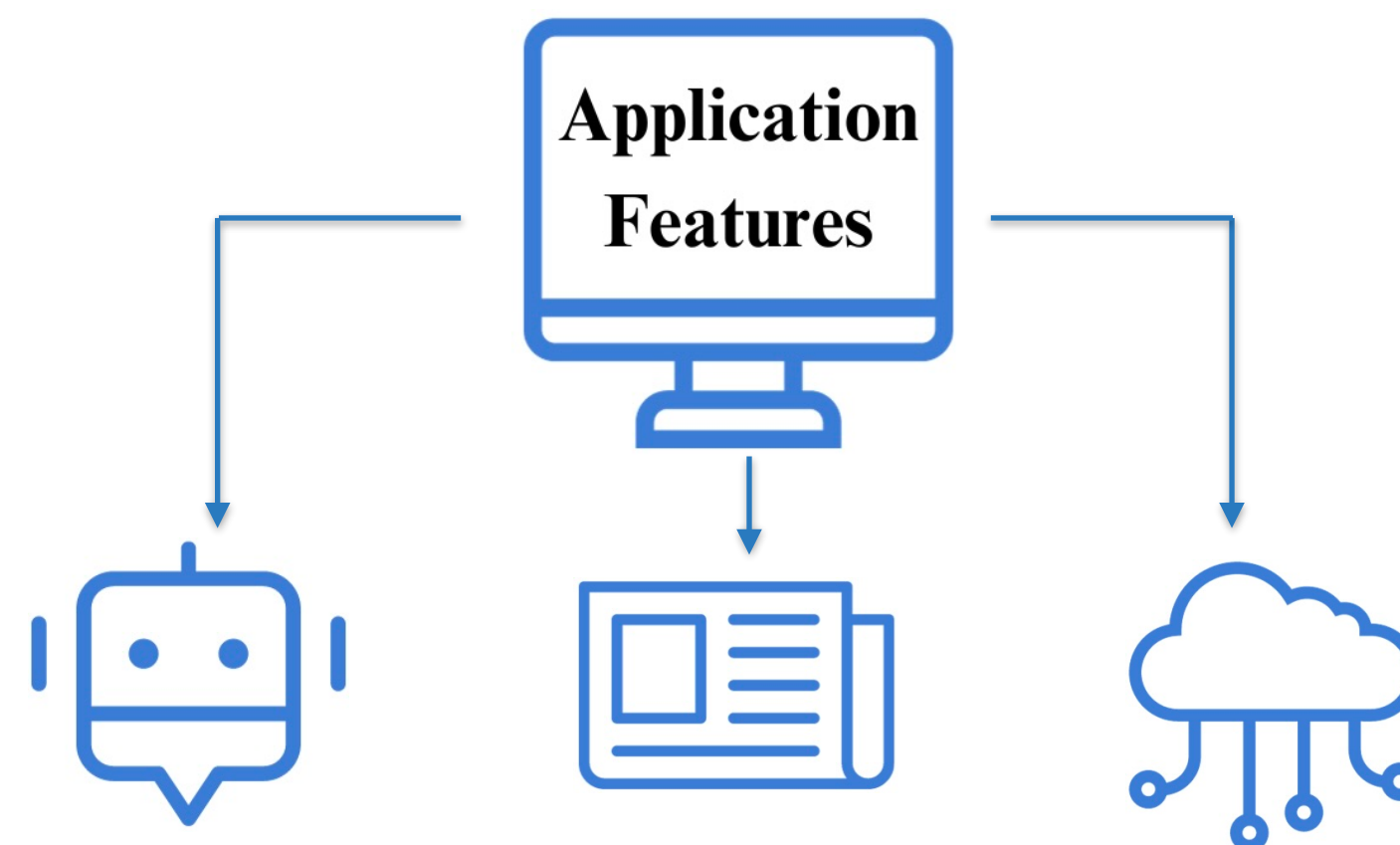
Prompt Engineering



Database Design

## Functionality

There are different tabs on the application that allow users to toggle between different tasks.



### Conversation

To ask general queries and gain info on a wide variety of topics

### Inquisition

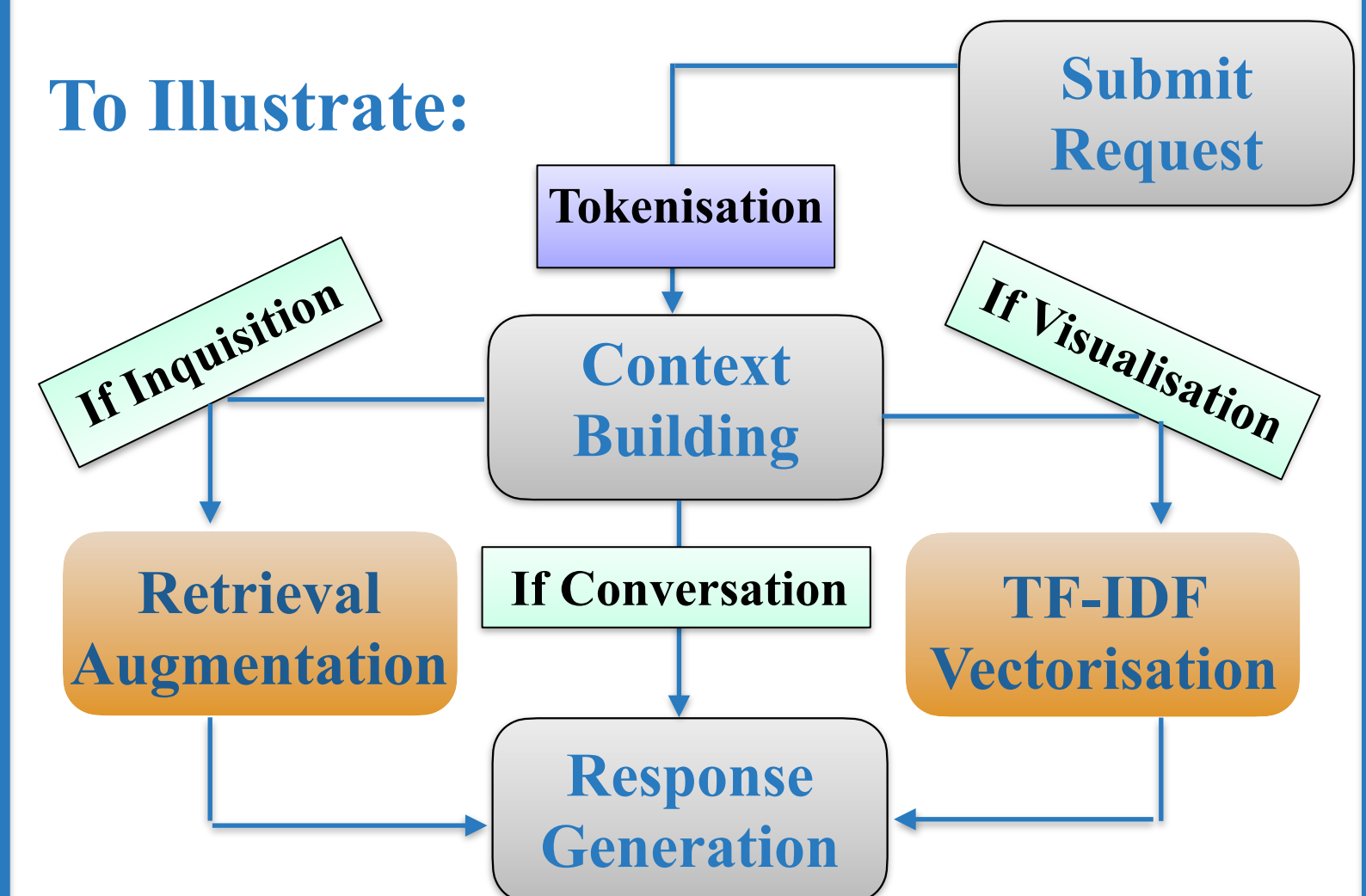
To get article specific info on digital media related queries

### Visualisation

To find buzz words, create clouds and summarise specific topics

## Process Flow

To Illustrate:



## Conclusion

- Utilised large language model chains and engineered prompts to generate responses
- Employed text analysis to measure importance of words, display them in a cloud and summarise articles where they appear
- Created data specific embeddings to store, retrieve and manage info in a vector database