



DM&SC

DATA MINING AND SOCIAL COMPUTING

Company Name: LIKEITTOO Ltd

Project Name: LIKEITTOO

Funding: Innovation Voucher

LIKEITTOO Ltd. seek to provide the optimum return on investment for their clients advertising efforts through Facebook. The company is pre-revenue and seeks to engage clients in the SME sector and service the digital advertising needs of these clients.



PROBLEM TO BE SOLVED

LIKEITTOO wishes to provide a methodology to its clients to facilitate advertisements on the Facebook page of existing or prospective customers regarding the service and/or products of its client's products. When the customers click on these ads, they are referred to the client's website, webpages, apps or events the clients administer, for a more comprehensive description of the products or services being vended. The referral data will include details of the customer captured from their Facebook page. TSSG will research this proposed business model to firstly establish its feasibility and secondly to suggest optimizations.



HOW GATEWAY DELIVERED SOLUTION FOR INDUSTRY

The work undertaken researched a proof of concept for the proposed platform and identified the challenges LIKEITTOO will encounter in deploying this platform, with suggestions for possible solutions or alternative approaches. WIT conducted desk research, structured interviews with industry players and extensive technology evaluation to deliver the solution.



IMPACT FOR THE COMPANY

An optimized business model including a high level business plan and a technology architecture that could deliver the proposed business model