



AdMotional: Towards Personalized Online Ads



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**Fachhochschule
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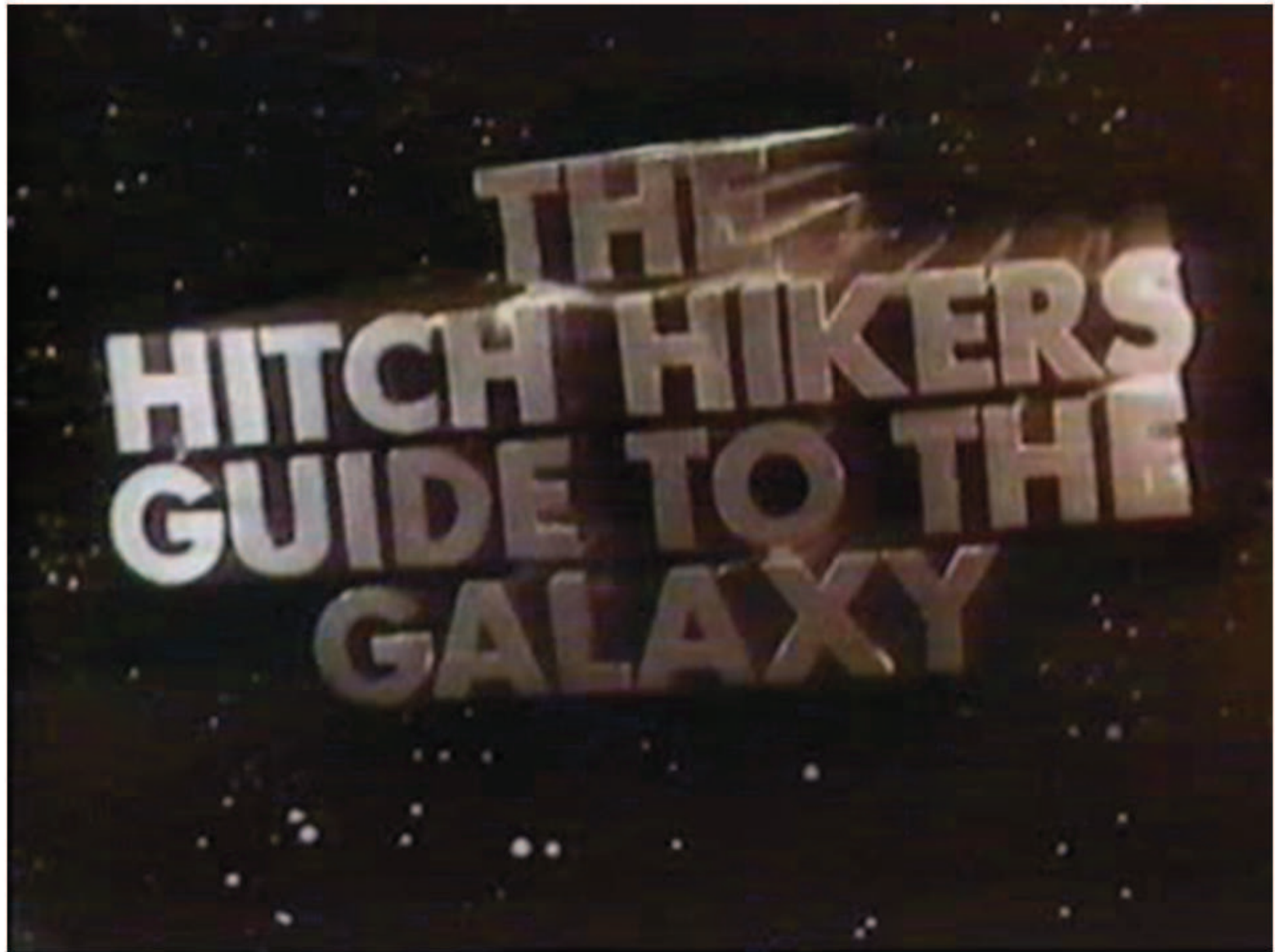


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Have you got your towel?





What the “Ad Guys” are interested in...



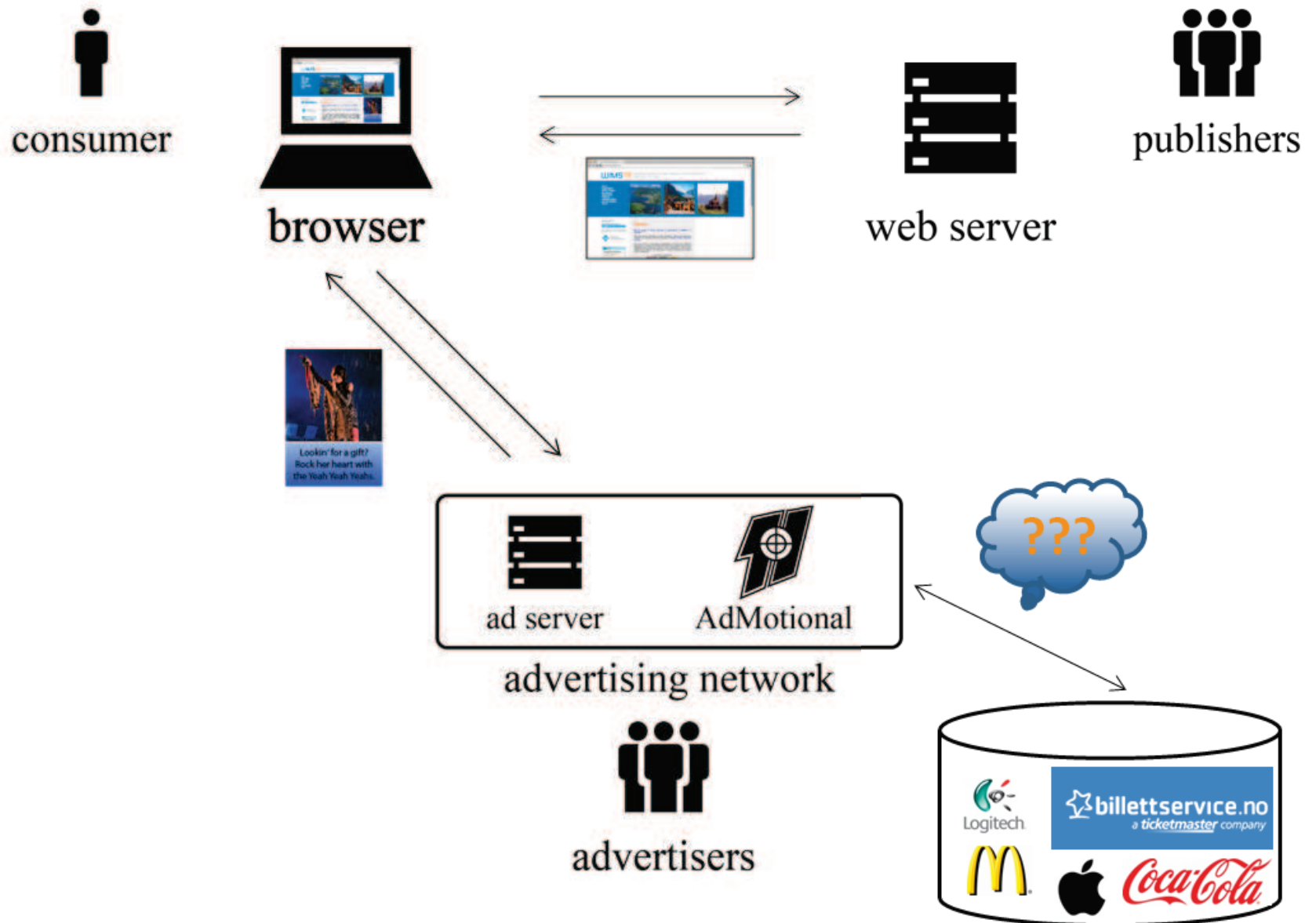
Information

- Sex: Male
- Age: 20-25
- Location: Sogndal
- Weather: Rainy
- Time: Friday, 20:00
- Mood: Joyful
- Interest: Music

What ad to display?



How AdMotional comes into the Game





State-of-the-Art and Advanced Targeting Methods

Targeting method	Information used	Sample campaign
Channel	What type of web site is this? <i>Science/Research</i>	Scientific magazine
Keyword	Are there any ad-relevant keywords (brands) on the site?	ACM membership
Geo	What is the user location? <i>Sogndal</i>	Restaurant
Contextual	What's the context of the ad? <i>Conference</i>	Flight or hotel
Behavioral	What is known about the user? (profile/previous web contacts) <i>Male, 20-25 years, Music</i>	Concert tickets <i>(Retargeting)</i>
Situational	What is the user's situation? <i>Rainy, Friday 20:00</i>	Cinema
Emotional	What is the user's mood? <i>Joyful, excited about dating</i>	Flowers Chocolate



Combine all available sources for most effective targeting!



Current R&D Topics for AdMotional

- Dynamic Ad Creation

- Extends personalization to ad creation layer
- Facilitating targeting criteria (e.g. user profile)
- Rule-based banner templates (using XML / “AdStudio”)
- Automated ad design based on empirical knowledge about consumer preferences (e.g. typography, color schemes)

- Learning Component

- For both selection process and visual parameter choice
- Economic goals of the advertising network
- Large amount of data, Scalability of analysis (Hadoop)
- Derivation of ad modification rules based on feedback about ad success from web-server / landing pages
- Induction of “abstract ad modification rules”



Questions/Feedback/Discussion most welcome!

Takk – Thank you!



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