

Computational Advertising: Techniques For Targeting Relevant Ads (Foundations And Trends In Information Retrieval) By Kushal Dave; Vasudeva Varma

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Computational Advertising: Techniques for Targeting Relevant Ads Kushal Dave, International Institute of Information Technology, Hyderabad, India, kushal.dave@
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JournaltoCs

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Tutorial: information retrieval challenges in

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Computational advertising | siel@iiit, hyderabad

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helping professionals like Mohamed Aly discover statistical computational advertising and for behavioral targeting and contextual advertising.

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Computational advertising and recommendation. Large-Scale Behavioral Targeting Ye Chen, Dmitry Pavlov and John Canny, KDD, 2009. Tips and Tricks; Community

Textual affect sensing for computational

Textual Affect Sensing for Computational Advertising Alessandro The system takes as input the target concept to evoke and exploiting NLP techniques.

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Ieee xplore abstract - computational television

Traditional advertising methodology on which employ highly sophisticated computational techniques. optimal campaigns for specific target

Stanford university - introduction to

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Computational Advertising and Audience Sciences. OpenBidder project aims at creating a on Computational Advertising in advertisers target.

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Kun liu at university of maryland baltimore county

I am currently working at Yahoo! Labs as a Scientist, focusing on problems related to computational advertising (e.g., behavioral targeting).

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