

STATISTICS COLLOQUIUM

MONDAY, MARCH 17, 2014

TALK: 4:15 PM — SCIENCE CENTER RM. 705

RECEPTION: 3:50 PM — SCIENCE CENTER, 7TH FLOOR

“Computational Advertising at LinkedIn”

Deepak Agarwal
LinkedIn and SIGKDD

ABSTRACT

LinkedIn is the largest professional social network in the world. It provides a platform for advertisers to reach out to professionals and target them using rich profile and behavioral data. Thus, online advertising is an important business for LinkedIn. In this talk, I will give an overview of statistical models that power LinkedIn self-serve display advertising systems. The talk will not only focus on methods, but various practical challenges that arise when running such components in a real production environment. I will describe how we overcome some of these challenges to bridge the gap between theory and practice.