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Time: Thursday, May 23 14.00

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Title:

A brief tutorial on computational problems related to sponsored search.

Abstract:

The main revenue source for search engines and other Internet-centered companies is the income they obtain by selling content- or search-related ads that are provided to their users besides the so-called editorial results. In both cases, advertisers pay only for each visit to their site coming from a click in their ad, in what is known as the Pay-per-click model. Pay-per-click has been one of the key factors of the success of companies such as Google or Yahoo!, and has attracted the interest of many researchers in different disciplines, from economy to computer science.

In this lecture I present the basic challenges that the problem has generated in the last decade to some of these disciplines. Besides, I will present a simple but powerful mechanism that we developed to solve one of these challenges, that of designing optimal pricing and allocation methods in the presence of practically motivated side conditions such as budget constraints, the need of exploration of the performance of new ads, or the introduction of explicit incompatibilities among ads.

Biography:

Esteban Feuerstein is professor at the department of computer science of the university of Buenos Aires. He received his PhD in computer science from La Sapienza University of Rome in 1995. His research has been on optimization in scheduling and routing problems. Recently, he has been working on algorithms for sponsored search engines on the internet.