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Budget constraints and optimization in sponsored search auctions (Intelligent Systems)

Yanwu Yang, Feiyue Wang

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Budget constraints and optimization in sponsored search auctions takes into account consideration of the entire life cycle of campaigns for researchers and developers working on search systems and ROI maximization. The highly experienced authors compiled their knowledge and experience to provide insight, algorithms and development techniques for successful optimized/constrained systems. The book presents a cutting-edge budget optimization approach that embraces three-level budget decisions in the life cycle of search auctions: allocation across markets at the system level, distribution over temporal slots at the campaign level, and real-time adjustment at the keyword level.

- Delivers a systematic overview and technique for understanding budget constraints and ROI optimization in sponsored search auction systems, including algorithms and developer guides for a range of scenarios
- Explores effects of constraints on mechanisms, bidding and keyword strategies, and the strategies for budget optimization that developers can employ
- An informative reference source for both software and systems developers working in the search auctions, marketing and sales strategy optimization, services development for online marketing and advertisement, e-commerce, social and economic networking

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