Bing Ads Marketplace Displacement Research

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Abstract: In search monetization, a fundamental question is to determine which markets provide the most incremental net yield as a function of advertising budget. In the second-price auction mechanism, some markets are more saturated and additional spend from advertisers might not help, while in other cases the net gain can be more than the spend from a new advertiser. We use the metric of *Displacement* to measure the incremental revenue from advertiser spend. With this metric, different sales actions should be prioritized to different types of markets. This talk will begin by defining the problem, and then introducing the methodologies that have been used to solve this problem, followed by how we experimented the effectiveness of the results using the concept of *Micro-Market*.

Bio: *Vivian Li* is a Senior Data Scientist Manager at Microsoft's Bing Ads Business Group. She has 10 years of experience across Engineering, Business, and Data Science. Her and her team's current research includes search ad copy optimization, keyword recommender system, sales effort prioritization, and cross-device user behavior & intent analysis. Vivian has BSc degrees in Industrial Engineering and Mechanical Engineering from Xi'an Jiaotong University in China, and a PhD in Industrial Engineering from Arizona State University.

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