

Preface

For many websites, revenue generated from advertisements (or ads for short) is critical for survival. This in turn raises the question: How should ads at a website be scheduled to maximize revenue? This monograph aims to provide an overview of such optimization issues in web and mobile advertising. This monograph begins with discussing the evolution of web advertising over time. This is followed by the discussion of prominent pricing models. The initial models mainly considered the problem of scheduling ads competing to be placed on a web page. Here, the ads were specified by geometry and display frequency, and both of these factors were considered in developing a solution to the ad scheduling problem. These models were similar in nature to the problem of scheduling ads on newspaper or television, but the pricing structure was different. As the web advertising evolved, the initial models were augmented by considering how the schedule of ads is changed based on individual user click behavior. Thus, these models considered personalization in web advertising. The landscape of web advertising changed further with the growth of ad-firms. The ad-firms usually match an advertiser's ads with a publisher's website and with a web user who visits the website. The recent studies analyze the problem from the perspective of ad-firms. More recently, there has been tremendous growth in mobile advertising. In this domain, the most popular vehicle for displaying ads is a mobile application (or app for short). In mobile advertising, an important problem for ad-firms is demand-supply optimization problem. The last chapter discusses some of the key future trends in web and mobile advertising, and associated challenges. This book is written for (a) academicians and professionals involved in web/mobile advertising with an interest in optimization issues, and (b) academicians and professionals involved in optimization problems with an interest in web/mobile advertising.

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Past and Future Trends

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