

# MyLikes: A Market Approach to Social Ads

Muthu

# World of Online Ads

- ▶ Sponsored search:
  - ▶ Ads in response to Users' searches.
- ▶ Display Ads:
  - ▶ Ads in response to Users' browsing.
- ▶ Social ads:
  - ▶ Users' social attributes.

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  - ▶ **Word of mouth**
    - ▶ How would you design advertising via WOM?

# Word of Mouth Social Ads: Market Approach of MyLikes

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5. **Engagement and Pricing.** Follower  $f(p)$  of  $p$  interact with  $p(C)$  and MyLikes charges  $a$ .






# An Example


Results for **Fancy some nail art? Try these 15 new ...** 


**Tweets** Top / All / People you follow


 **Virginia Gudiel** @LovelyVirginia 1m  
Fancy some nail art? Try these 15 new nail art techniques and tricks! #ManicureMonday bit.ly/1a89Arf **- sp**  
Expand

 **Liv Guides** @rockbleeder 23 Jun  
Fancy some #nail #art? Try these 15 new nail art #techniques and #tricks - You'll especially #love #2! bit.ly/13ZoLLI #nailarts **\_\_\_\_\_**  
Expand

 **Daily Lifehacks** @jertooti 20 Jun  
Photo: Fancy some nail art? Try these 15 new nail art techniques and tricks - You'll especially love #2!... tumblr.co/ZqxSLunnjenr **\_\_\_\_\_**  
 View photo

 **DEAD TALK** @DeJack10 19 Jun  
Cool Stuff. Fancy some nail art? Try these 15 new nail art techniques and tricks - You'll especially love #2! bit.ly/19RqIGX **\_\_\_\_\_**  
Expand

 **Theo Adkins** @Theo6000 19 Jun  
Fancy some nail art? Try these 15 new nail art techniques and tricks - You'll especially love #2! bit.ly/15ifn6g **\_\_\_\_\_**  
Expand

 **Lois Eastlund** @LoisEastlund 29 May  
Fancy some nail art? Try these 15 new nail art techniques and tricks - bit.ly/18tldqS **\_\_\_\_\_**  
Expand

## An Example Campaign

	MyLikes	AdWords
Money Spent	\$124.20	\$125.80
Number of Clicks	355 paid,1654 total	542
Average Cost	\$0.33	\$0.23
Number of Impressions		499 442
Estimated Total Views	131 715	
Number of Votes	490	44
Conversion Rate	32.7%	8.1%

**Table:** MyLikes and AdWords Campaigns Statistics

# Research

**Observation** Shadow audience.

- ▶  $p(C)$  lives beyond the budget.
- ▶  $p(C)$  reaches beyond the target.

Problems (in presence of shadow audience):

- ▶ **Budget Optimization** Advertiser  $a$  has to pick strategy wrt budget, bid and target, in order to maximize ROI.
- ▶ **Publisher Optimization** Publisher  $p$  has to pick strategy wrt developing audience, campaigns they pick, rewriting campaigns, in order to maximize their revenue.
- ▶ **Auction and Allocation** MyLikes has to pick a set of campaigns to present to each  $p$ .

# HW

What will MyLikes look for YouTube, Facebook, ....