Advertising on micro-blogs:  
How to do it cheaper and more efficiently  
With special thanks to Milad Eftekhar and Nick Koudas
Micro blogs
Twitter

- Created in 2006
- 500M users
Twitter

* $260M advertising revenue (2012)
Advertising on Twitter

✦ Advertiser bids on a topic and provides a tweet to be advertised.

✦ If more than one advertiser bid on the same topic, then the winning bidder’s tweet is inserted in the timeline of users who are interested in the topic.

✦ SO WHAT IS THE BEST STRATEGY FOR ADVERTISING ON TWITTER?
Identifying analogous topics

Mouth marketing
Identifying analogous topics

$X$

Car

$Y$

Vehicle
Identifying analogous topics
Identifying analogous topics

user 1 - sports, soccer, world cup, football

user 2 - computer, math, database, computing

user 3 - sports, computer, tech, math
Identifying analogous topics

- music
  - user1
  - user2
  - user3
  - user4

- computer
  - user5
  - user6
  - user7
  - user1
Identifying analogous topics

music

user1 user2 user3 user4

computer

user5 user6 user7 user1

computer

user1 user2 user3 user4

desktop

user8 user1 user2 user3
Identifying analogous topics

Are they analogous?

beethoven

beer
Identifying analogous topics

drum

violin

beethoven

classic music

rock

beer

drunk

sake

vodka

wine

bar

Friday, 21 June, 13
Identifying analogous topics

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<tr>
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<th>Cloud Computing</th>
<th>music</th>
<th>sport</th>
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Mouth marketing

- Choose an expert on a topic t.
- Ask the expert to tweet about our product.
- Then all users who follow the expert will see the tweet!
Mouth marketing

- Suppose you want to advertise on topic ‘Sports’
- And you think people who follow football experts are the right target for you.

How do we choose the right experts?
Mouth marketing

Topic ‘Sports’

user 1 - sports, soccer, world cup, football

user 2 - sports, olympics, music, piano, running

user 3 - sports, hockey, NHL, canadiens
Mouth marketing

Topic ‘Sports’

user 1 - sports, soccer, world cup, football

user 2 - sports, olympics, music, piano, running

user 3 - sports, hockey, NHL, canadiens
Mouth marketing

- hockey, NHL, Maple Leafs, Canadiens
- piano, violin, guitar, musician, band, pop song, concert
- olympics, field sport, running, swimming, weight lifting
- football, NFL, CFL, super bowl, grey cup
Mouth marketing

Hockey

Music

Olympics

Football

user 1

user 2

user 4

user 5

user 3

user 4

user 5

Friday, 21 June, 13
Thank you!