

Ads Matching in Online Advertising

Example wunderloop media services, Hamburg

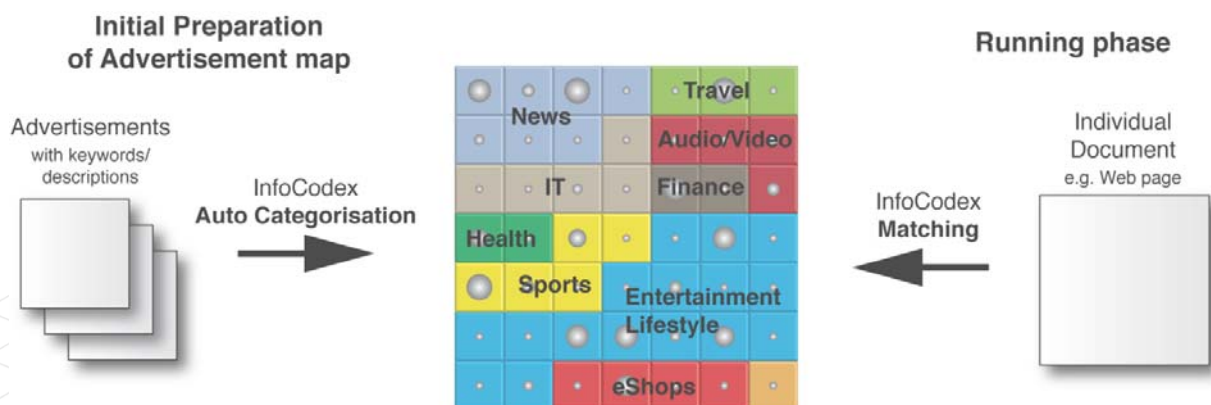
Objective

The impact of advertising critically depends on the quality of the mapping, i.e. on how well the advertisement matches the user's current interests. It is, therefore, very important to place those ads that best match the content of the active Web page ("contextual targeting") or of the Web pages recently visited by the user taking into account the user's preferences ("behavioural targeting").

The diversity of Web pages and advertisements is enormous, and therefore a matching simply based on the matching of keywords is rather limited. This is particularly true if multiple languages are present.

Solution with InfoCodex' semantic matching

In an initial step, the available advertisements are analysed for their content and then automatically categorised into a structured "advertisement map" (virtual bookshelves). The user can also supply its own advertising-taxonomy where the individual categories are specified by characteristic content descriptions.



Scheme of the semantic auto-categorization and matching process of InfoCodex

In the running phase, the InfoCodex system extracts the *real content* from the Web page currently viewed by a user - eliminating navigation elements, select boxes, links etc. – and performs a semantic matching with the advertisement categories using a well-founded *content similarity measure*. For each document Infocodex returns a short list containing the most relevant advertisements and their respective relevance.



Semantic matching of currently viewed Web pages with advertisement categories in real time

Advantages and benefits

- The matching procedure is truly cross-lingual and takes into account the *effective content* of the Web pages, i.e. an English, French, German, Italian or Spanish Web page with an equivalent content points to the same advertisement category.
- It produces good results even in cases where a simple keyword matching is not effective.