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.

How would you design advertising via WOM?
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  - **Word of mouth**
    - How would you design advertising via WOM?
Word of Mouth Social Ads: Market Approach of MyLikes

1. **Register.** Twitter users register with MyLikes to be a publisher $p$. Advertiser $a$ sets up an ad campaign $C$. 

2. **Matching.** MyLikes presents each $p$ with a ranked list of campaigns. $p$'s choose from the list.

3. **Crowdsource.** $p$ may modify $C$ and create a sponsored post $p(C)$ with the ad.

4. **WOM.** MyLikes tweets $p(C)$ on behalf of $p$.

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

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

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

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

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

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

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

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

- **Lois Eastlund @LoisEastlund**
  Fancy some nail art? Try these 15 new nail art techniques and tricks - bit.ly/18tldqS
## An Example Campaign

<table>
<thead>
<tr>
<th></th>
<th>MyLikes</th>
<th>AdWords</th>
</tr>
</thead>
<tbody>
<tr>
<td>Money Spent</td>
<td>$124.20</td>
<td>$125.80</td>
</tr>
<tr>
<td>Number of Clicks</td>
<td>355 paid, 1654 total</td>
<td>542</td>
</tr>
<tr>
<td>Average Cost</td>
<td>$0.33</td>
<td>$0.23</td>
</tr>
<tr>
<td>Number of Impressions</td>
<td></td>
<td>499 442</td>
</tr>
<tr>
<td>Estimated Total Views</td>
<td>131 715</td>
<td></td>
</tr>
<tr>
<td>Number of Votes</td>
<td>490</td>
<td>44</td>
</tr>
<tr>
<td>Conversion Rate</td>
<td>32.7%</td>
<td>8.1%</td>
</tr>
</tbody>
</table>

**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 $p$. 
What will MyLikes look for YouTube, Facebook, ....