

**Computational Advertising: Techniques For Targeting
Relevant Ads (Foundations And Trends In Information
Retrieval) By Kushal Dave; Vasudeva Varma**

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Scalable influence maximization for prevalent

development in information retrieval Vasudeva Varma, Computational Advertising: Techniques for Targeting Relevant Ads, Foundations and Trends in

Kun liu at university of maryland baltimore county

I am currently working at Yahoo! Labs as a Scientist, focusing on problems related to computational advertising (e.g., behavioral targeting).

Computational advertising news - yahoo labs

Computational Advertising News. of hyperlocal online ad targeting in driving sales machine learning and statistical modeling techniques to predict

Information retrieval and advertising

The Information Retrieval and Advertising Kushal Dave , Vasudeva Varma, Computational Advertising: Techniques for Targeting Relevant Ads, Foundations and

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