Many businesses have advertisement as their primary source of revenue. Print and Audio Visual media are on forefront in this area. In today’s technology obsessed world, advertisement also forms a major source of revenue for service providers, app developers who work on mobile platforms. Advertisement on mobile platforms differs a lot from traditional advertisement. The information available with mobile devices can be exploited to target the advertisements towards specific audience. This paper discusses various approaches for targeted advertisements. It also discusses an approach to optimize allocation of advertisements to target audience.


8. Kai Li, Jianyuan Yan, Xiaowen Wang, A Bayesian Network Model for Optimizing Advertisements Allocation in Intermediate Online Targeted Advertising, 2008 IEEE.

Index Terms

Computer Science  Information Sciences

Keywords

advertiser, Bayesian network, mobile devices, publisher, targeted advertisement.