Abstract

E-advertisement data mining can facilitate to identify advertisers and customers buying behaviors, discover customer impressive patterns and trends, improve the quality of e-advertisements, better utilization of e-ads in various industrial sectors, achieve better cost effective methods and enhance more effective ad-formats. The use of IT application like SQL query and data mining softwares are providing the e-advertisement related information i.e. product analysis, trends analysis, product promotion, demand forecasting, and new product development. This paper gives brief view about various advertiser Industry trends. Various sector wise e-advertisement related data from 2001 to 2010 have been collected and applied the tools and technique of data mining for finding similar cluster. Subsequently, statistical technique has been applied on similar cluster for predicting ratio of expenditures in e-advertisements by various industrial sectors. Effective use of data mining will ear mark of e-advertisement in various industries like consumer service, retail, auto, travel, computing, media, financial service, telecommunication etc.

References

Application of Data Mining to Explore Effective Utilization of E-Advertisements in Various Industries

- Jiawei Han, Micheline Kamber, Data Mining Concepts and Techniques, Morgan Kaufmann Publishers pp28-30, 451-456, ed 2006.
- IAB, "DATA USAGE & CONTROL PRIMER: best practices & definitions", May 2010
- Bhavani Thiraisingham, Data Mining Technologies, Techniques Tools & Trends, CRC Press pp166
- Millward Brown, "IAB Research Case Study on Digital Video Advertising Effectiveness", December 2008
- PricewaterhouseCoopers, "IAB Internet Advertising Revenue Report"; 2010 First Half-Year Results
- PricewaterhouseCoopers, "IAB Internet Advertising Revenue Report"; 2009 Full-Year Results, April 2010
- PricewaterhouseCoopers, "IAB Internet Advertising Revenue Report"; 2008 Full-Year Results, March 2009
- PricewaterhouseCoopers, "IAB Internet Advertising Revenue Report"; 2007 Full-Year Results, May 2008
- PricewaterhouseCoopers, "IAB Internet Advertising Revenue Report"; 2006 Full-Year Results, May 2007
- PricewaterhouseCoopers, "IAB Internet Advertising Revenue Report"; 2005 Full-Year Results, April 2006
- PricewaterhouseCoopers, "IAB Internet Advertising Revenue Report"; 2004 Full-Year Results, April 2005
- PricewaterhouseCoopers, "IAB Internet Advertising Revenue Report"; 2003 Full-Year Results, April 2004
- PricewaterhouseCoopers, "IAB Internet Advertising Revenue Report"; 2002 Full-Year Results, June 2003
- PricewaterhouseCoopers, "IAB Internet Advertising Revenue Report"; 2001 Full-Year Results, June 2002
- PricewaterhouseCoopers, "IAB Internet Advertising Revenue Report"; 2000 Full-Year Results, April 2001
- G. K. Gupta, "Introduction to Data Mining with Case Studies", Prentice-Hall of India, ed 2006
- C. R. Kothari, "Research Methodology Methods & Techniques", Wishwa Prakashan

Index Terms

Computer Science
Keywords
Data Mining  Clustering  Knowledge Discovery  Information Technology  E- Advertisement