Programmatic Advertising
200 Million consumer

Interacting with one of our customer brand sites

Conversion

Using Digital Devices

If we win an auction we serve an ad

100 ms response time

50 Billion bid requests per day

Ad Exchange
Building Cloud Apps with Microsoft Azure

Best practices for DevOps, data storage, high availability, and more
The elusive Data Scientist ....
Professionals going to DS conferences ....
People who clicks on the AZURE ad?
Sign up and use AZURE after an ad?

Sign up and deploy your first cloud solution in under 5 minutes

Try for free

Get Started

Watch three minute videos that teach you how to quickly get started with Azure.

Get started ►

Free Webinars

Introduction to basics of Microsoft Azure

Sign up and watch live online presentations about the latest features in Azure.

Sign up and attend ►

Azure Friday

Watch the weekly 10 minute video series with Scott Hanselman.

Watch this week’s show ►
Who should I (Claudia) target?

I will try to look good in your chosen metric
Machine Learning & Predictive Modeling

If you want me to look good along some metric, would it not be great if I could predict it and target based on highest predictions?

Predict who will click on the ad and only show ads to those people with high probability …. 

Try for free
Dstillery Data: 50 Billion events per day across devices

**Web**
- amazon.com, 4/11/16
- buzzfeed.com, 3/20/16
- nytimes.com, 2/15/16
- Mlb.com, 3/15/16
- Etrade.com, 4/25/16
- Potterybarn.com, 4/10/16

**App**
- Zip 4, 10023-4592, 04/15/16
- Zip 4, 10023-6924, 04/20/16
- Zip 4, 10016-2324, 03/10/16, 03/14/16

**Device**
- Desktop
- Phone/Tablet

**IDs**
- 50.240.135.41
- 166.216.165.92
- 207.246.152.60
- 108.49.133.218
- 208.76.113.13
- 38.104.253.134
- com.mlb.atbat, 04/20/16
- com.rovio.angry, 02/26/16
- com.myfitnesspal.android, 3/25/16, 4/18/16
## Dstillery Automated Predictive Modeling

### Top campaigns by daily revenue

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Revenue Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Verizon 1Q16 Programmatic Video</td>
<td>5.0%</td>
</tr>
<tr>
<td>Comcast Central</td>
<td>2.9%</td>
</tr>
<tr>
<td>Liberty Mutual Prospecting</td>
<td>2.8%</td>
</tr>
<tr>
<td>Sprint ZMOT</td>
<td>2.6%</td>
</tr>
<tr>
<td>Hulu_FY16_Retargeting/Desktop</td>
<td>2.6%</td>
</tr>
<tr>
<td>Livalo DTC Dstillery Desktop</td>
<td>2.5%</td>
</tr>
<tr>
<td>Sling TV Base Display</td>
<td>2.5%</td>
</tr>
<tr>
<td>AT&amp;T Mobility - Display</td>
<td>1.0%</td>
</tr>
<tr>
<td>Angie’s List_CORE_Jan16</td>
<td>1.8%</td>
</tr>
<tr>
<td>Hulu_FY16_Prospecting_General</td>
<td>1.6%</td>
</tr>
<tr>
<td>WSI_Pottery Barn_Q116</td>
<td>1.5%</td>
</tr>
<tr>
<td>Comcast NED</td>
<td>1.5%</td>
</tr>
<tr>
<td>Microsoft Office Exchange</td>
<td>1.4%</td>
</tr>
<tr>
<td>Hulu_FY16_BK_Consenting_Desk</td>
<td>1.3%</td>
</tr>
</tbody>
</table>

**Projects:**
- CFP Sampler Spaces
- Data Nexus
- DS Crosswalk
- Inventory Stats
- Optimus Campaigns
- Place Still Tag Index
- Seg Avals
- Sport
- Sigmarin Campaigns
- Exchange Specific Stats
- Optimus Decider Audit Trail

### Statistics

- **317**
  - Campaigns on Optimus (out of 432 active campaigns; 249 auto set prices; 89 auto create target groups)
  - Margin of yesterday (20160306)

- **3116**
  - SOLU models were built in the past 24 hours
  - Revenue of yesterday (20160306)

- **61M**
  - Number of impressions yesterday (20160306)
<p>| Url 1 | Url 2 | Url 3 | Url 4 | Url 5 | Url 6 | Url 7 | Url 8 | ... | ... | ... | ... | ... | Url 10,000,000 | Outcome |
|-------|-------|-------|-------|-------|-------|-------|-------|-----|-----|-----|-----|-----|-------|----------------|---------|
| 0     | 0     | 1     | 0     | 0     | 0     | 0     | 0     | 0  | 0  | 0  | 0  | 0  | 0     | 0               | 0       |
| 0     | 0     | 0     | 0     | 0     | 0     | 1     | 0     | 0  | 0  | 0  | 0  | 0  | 0     | 0               | 0       |
| 0     | 0     | 0     | 0     | 0     | 0     | 1     | 0     | 0  | 0  | 0  | 0  | 0  | 0     | 0               | 0       |
| 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0  | 0  | 0  | 0  | 0  | 0     | 0               | 0       |
| 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0  | 1  | 0  | 0  | 0  | 0     | 0               | 0       |
| 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0  | 0  | 0  | 0  | 0  | 0     | 0               | 0       |
| 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0  | 0  | 0  | 0  | 0  | 0     | 0               | 0       |
| 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0  | 0  | 0  | 0  | 0  | 0     | 0               | 0       |
| 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0  | 0  | 0  | 0  | 0  | 0     | 0               | 0       |
| 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0  | 0  | 0  | 0  | 0  | 0     | 0               | 0       |
| 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0  | 0  | 0  | 0  | 0  | 0     | 0               | 0       |
| 0     | 1     | 0     | 0     | 0     | 0     | 0     | 0     | 0  | 0  | 0  | 0  | 0  | 0     | 0               | 0       |
| 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 1  | 0  | 0  | 0  | 0  | 0     | 0               | 0       |
| 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0  | 0  | 0  | 0  | 0  | 0     | 0               | 0       |
| 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0  | 0  | 0  | 0  | 0  | 0     | 0               | 0       |
| 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0  | 0  | 0  | 0  | 0  | 0     | 0               | 1       |
| 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0  | 0  | 0  | 0  | 0  | 0     | 0               | 1       |
| 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0  | 0  | 1  | 0  | 0  | 0     | 0               | 1       |
| 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0  | 1  | 0  | 0  | 0  | 0     | 0               | 1       |
| 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0  | 0  | 0  | 0  | 0  | 0     | 0               | 0       |
| 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0  | 0  | 0  | 0  | 0  | 0     | 0               | 0       |
| 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0  | 0  | 0  | 0  | 0  | 0     | 0               | 1       |
| 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0  | 0  | 0  | 0  | 0  | 0     | 0               | 1       |
| 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0  | 0  | 0  | 0  | 0  | 0     | 0               | 1       |
| 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0  | 0  | 0  | 0  | 0  | 0     | 0               | 1       |
| 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0  | 0  | 0  | 0  | 0  | 0     | 0               | 0       |
| 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0     | 0  | 0  | 0  | 0  | 0  | 0     | 0               | 0       |</p>
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<thead>
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<th>Feature</th>
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<tr>
<td>blogs.msdn.com</td>
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<td>[46305049]</td>
<td>2.297</td>
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<tr>
<td><a href="http://www.verbasoft.com">www.verbasoft.com</a> [46446087]</td>
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<tr>
<td><a href="http://www.msexchange.org">www.msexchange.org</a> [35355270]</td>
<td></td>
</tr>
</tbody>
</table>

Logistic Regression
Stochastic gradient descent
Hashing
Streaming
L1 & L2 Penalties
Lift over random for online display ad targeting

median lift = 5x
Lessons Learned

“Models tend to go where the signal is”

Predictability Bias
How ‘predictable’ is a predictive modeling task? (given the data)

Pizza for Dinner?  Sexual Orientation

Random  Deterministic
For now let’s try to predict who is male …
Predicting Probability (Male) in Facebook

Data:
Facebook public dataset with 200K anonymized users, their demographics and their likes

Methodology:
Logistic regression on sparse representation
Take 1: Predict Gender Based on age ...
Gender based on age: very little signal ...

Target the 1% with highest probability:
Accuracy: 75%

Overall Accuracy: 60%
AUC: 58%
From small to bigger data …
Take 2: Gender based all your likes
Predict gender based on all likes: a lot of signal ...

Overall Accuracy: 83%

Target top 1%

Accuracy: 100%
Progression: from age to all ‘likes’

Age

75%

86%

100%

100%

100%

100%

100%
Effect of Predictability

• ‘signal to noise’ changes the distribution of the probabilities: more signal, more spread

• High accuracy in the top 1% even if the overall performance is not great
But what happens if your problem is a mixture of both?

Random

Deterministic
Witness a spike in human predictability ..

Death of free will?
URL’s that are very informative for more than 10 brands

- www.filmannex.com
- www.ffog.net
- www.drugsnews.org
- www.menshealthbase.com
- www.womenshealthbase.com
- www.hark.com
- www.womenshealthbase.com
- www.articletrunk.com
- www.411answers.com
- www.dailyrx.com
- www.all-allergies.com
- www.knowvehicles.com
- www.chinaflix.com
- www.parentingnewsstories.com
- www.wrestlingnewz.com
- www.gourmandia.com
- www.gossipcenter.com
- www.dailyfreshies.com
- www.greeting-cards.com
Traffic overlap of cookies from Bid Request

website 1

50%

website 2
<table>
<thead>
<tr>
<th>Web Site</th>
<th>Percent Common Users</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://www.youtube.com">www.youtube.com</a></td>
<td>55%</td>
</tr>
<tr>
<td><a href="http://www.weather.com">www.weather.com</a></td>
<td>28%</td>
</tr>
<tr>
<td><a href="http://www.foxnews.com">www.foxnews.com</a></td>
<td>23%</td>
</tr>
<tr>
<td><a href="http://www.imdb.com">www.imdb.com</a></td>
<td>22%</td>
</tr>
<tr>
<td><a href="http://www.ehow.com">www.ehow.com</a></td>
<td>22%</td>
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<tr>
<td><a href="http://www.latimes.com">www.latimes.com</a></td>
<td>20%</td>
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<tr>
<td><a href="http://www.washingtonpost.com">www.washingtonpost.com</a></td>
<td>19%</td>
</tr>
<tr>
<td>wiki.answers.com</td>
<td>18%</td>
</tr>
<tr>
<td>abcnews.go.com</td>
<td>18%</td>
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<tr>
<td><a href="http://www.forbes.com">www.forbes.com</a></td>
<td>17%</td>
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<td><a href="http://www.dailymail.co.uk">www.dailymail.co.uk</a></td>
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<tr>
<td><a href="http://www.examiner.com">www.examiner.com</a></td>
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</tr>
<tr>
<td>premiumweathersite1.com</td>
<td>11%</td>
</tr>
<tr>
<td><a href="http://www.politico.com">www.politico.com</a></td>
<td>11%</td>
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<tr>
<td><a href="http://www.nydailynews.com">www.nydailynews.com</a></td>
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<td>content.usatoday.com</td>
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<td><a href="http://www.nypost.com">www.nypost.com</a></td>
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<tr>
<td><a href="http://www.npr.org">www.npr.org</a></td>
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</table>
Supreme Court Faces Crucial Rulings in Coming Term

Kurds to Pursue More Autonomy if Syrian Regime Falls

ARTHUR OCHS SULZBERGER, 1926 - 2012

Opinion
Common Sense
Are You Better Off? That Depends on Who You Are
THE NEW YORK TIMES
Saturday, September 29, 2012
Last Update: 2:41 PM ET

nytimes.com
<table>
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<td>menshealthbase.com</td>
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<td><a href="http://www.womenshealthbase.com">www.womenshealthbase.com</a></td>
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<td><a href="http://www.hark.com">www.hark.com</a></td>
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<tr>
<td>womenshealthbase.com</td>
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<tr>
<td><a href="http://www.articletrunk.com">www.articletrunk.com</a></td>
<td>81%</td>
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<td>411answers.com</td>
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<td><a href="http://www.dailyrx.com">www.dailyrx.com</a></td>
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<tr>
<td><a href="http://www.all-allergies.com">www.all-allergies.com</a></td>
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<td>67%</td>
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<tr>
<td>modernbaby.com</td>
<td>63%</td>
</tr>
<tr>
<td>parentingnewsstories.com</td>
<td>59%</td>
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<tr>
<td><a href="http://www.thefutoncritic.com">www.thefutoncritic.com</a></td>
<td>59%</td>
</tr>
<tr>
<td><a href="http://www.gourmandia.com">www.gourmandia.com</a></td>
<td>59%</td>
</tr>
<tr>
<td><a href="http://www.gossipcenter.com">www.gossipcenter.com</a></td>
<td>59%</td>
</tr>
<tr>
<td>dailyfreshies.com</td>
<td>56%</td>
</tr>
<tr>
<td><a href="http://www.greeting-cards.com">www.greeting-cards.com</a></td>
<td>56%</td>
</tr>
</tbody>
</table>
Meet hiphophavoc.com
Meet ‘Non-Human traffic’

- 2011: 6%
- 2015: 36%

comScore, dstillery
Witness a spike in human predictability..

Death of free will?
Bots are executing conversion events

- ‘Cookie Stuffing’ increases the value of the ad for retargeting
- Messing up Web analytics ...
- Messes up my models because a bot is easier to predict than a human
Two populations: Bot vs. Human

2015

36%
Bot activity has more signal – higher predictions

Humans are hard to predict …
Eliminate labels generated by bots ....

Performance Index

3 more weeks in spring 2012
What about Clicks?

“Measure of consumers interest in the product”
Report: 40% Of Clicks On Mobile Ads Are Fraudulent Or Accidental

Pamela Parker on September 5, 2012 at 5:42 pm

Mobile advertising may still be in its infancy, but if a new study by Trademob is correct, click fraud on mobile ads is already quite well developed. The mobile app marketing company conducted research that showed that 40% of mobile ad clicks are either accidental or fraudulent.
Optimizing on Clicks = random with respect to purchase

Results across 70 Dstillery campaigns

AUC = 0.5 is random
Accidental clicks are more predictable than intentional

Model learns to predict the accidental much more easily than the intentional ones ...

I will only target clicks that are likely to happen accidentally but not randomly ...
Accidents: People fumbling in the dark …

Top 10 Apps by CTR

App Category

Game
Game
Game
Flashlight
Social Video
Game
Game
OnlinePub
Flightlight
Game

CTR App / Avg CTR

0
1
2
3
4
5
6
7
8
9
Predicting where People are/go?

Luxury car dealerships

Frequent travelers
How do I even know where people are?

- Association between devices is probabilistic
- Uncertainty about the dealer location
- Reliability of device location
Browsing history of your neighbor who hacked your WIFI?
‘Superman effect …’

30% smart phone users travel faster than speed of sound (every day …)

‘People Piles’
Location (in)accuracy
Only use ‘reliable’ location sources?
Potentially three populations in the location prediction?

- People who are in deed at dealership
- People who are somewhere close
- People who don’t own that mobile device
Identify people who will go to Mercedes dealerships
How much randomness can a model absorb?

We will randomly switch the gender value for increasing percentages

00000d41ed774823fca142945ec915c0,1,,,,,,,,,,,en_GB,,
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00001544469ae9b408869a463a1dd77a,1,1984,28,2,,,,,,,en_US,,-4
Performance is surprisingly stable even under random noise

Percent Men in top 1%

Percent original labels

50% original labels

25% original labels
Identify people who will go to Mercedes dealerships?

My predictions might be better than my ‘ground truth’
Frequent Traveler: Predict who goes to JFK?
What do you think indicates people going to JFK?

URL | Logistic Parameter
--- | ---
www.iglesialfaroinc.org | 2.38
www.jumpseatnews.com | 2.25
www.bluelineprop.com | 2.21
www.ktxdtv.com | 2.14
www.southjefffootball.org | 2.1
www.unitedafa.org | 2.09
www.parliamenthouse.com | 2.07
www.yunghova.com | 2.06
www.interlinetravel.com | 2.03
www.aclin.org | 2.03
www.swissport.com | 2.03
www.gcsanc.com | 2.01
www.swacu.org | 2.01
www.airlinepilotcentral.com | 1.97
www.homotrophy.com | 1.97
www.beggsfuneralhome.net | 1.94
www.tvathletics.org | 1.92
www.2shopper.com | 1.91
www.nextmagazine.com | 1.91
www.dailyjocks.com | 1.87
www.pullzone.com | 1.87
www.diamondoffshore.com | 1.86
www.myerspolaris.com | 1.86
www.ryandeyer.com | 1.86
www.oklo.com | 1.84
www.ifihadtochoose.com | 1.83
www.ivoirmixdj.com | 1.83
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Meet: Pilots/Flight attendants
Meet: Football enthusiasts

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www.bluelineprop.com | 2.21
www.ktxdtv.com | 2.14
www.southjefffootball.org | 2.1
www.unitedafa.org | 2.09
www.parliamenthouse.com | 2.07
www.yunghova.com | 2.06
www.interlinetravel.com | 2.03
www.aclin.org | 2.03
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Meet: The gay lonely hearts ...

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Predict who goes to JFK: People who work there?
Big Picture?
Thank You!