

Title: Trends and challenges in data-driven marketing

By Dr. Charng-Da Lu, Founding Scientist, Waystorm, Taiwan

URL: <http://www.waystorm.com/>

Date: 2013.10.30

Abstract

Today's data-driven marketing focuses on behavioral targeting & user profiling analysis. Electronic devices around any single user would easily generate tracking data beyond previous marketing generations. The high dimension (unstructured), high data volume, and high veracity data source create a new frontier for marketers & data scientists to conquer. This talk will introduce the ecosystem and microeconomics of digital marketing, the emerging "Big Data" storage technologies, and how machine learning and data mining provide technical foundations for "computational advertising" and the US\$20 billion online advertising industry.