



Evaluation of Classification Algorithms for Machine Learning in Advertising Technology (the nutshell edition)

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+ Background: AdTech

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Interactive Advertising Bureau
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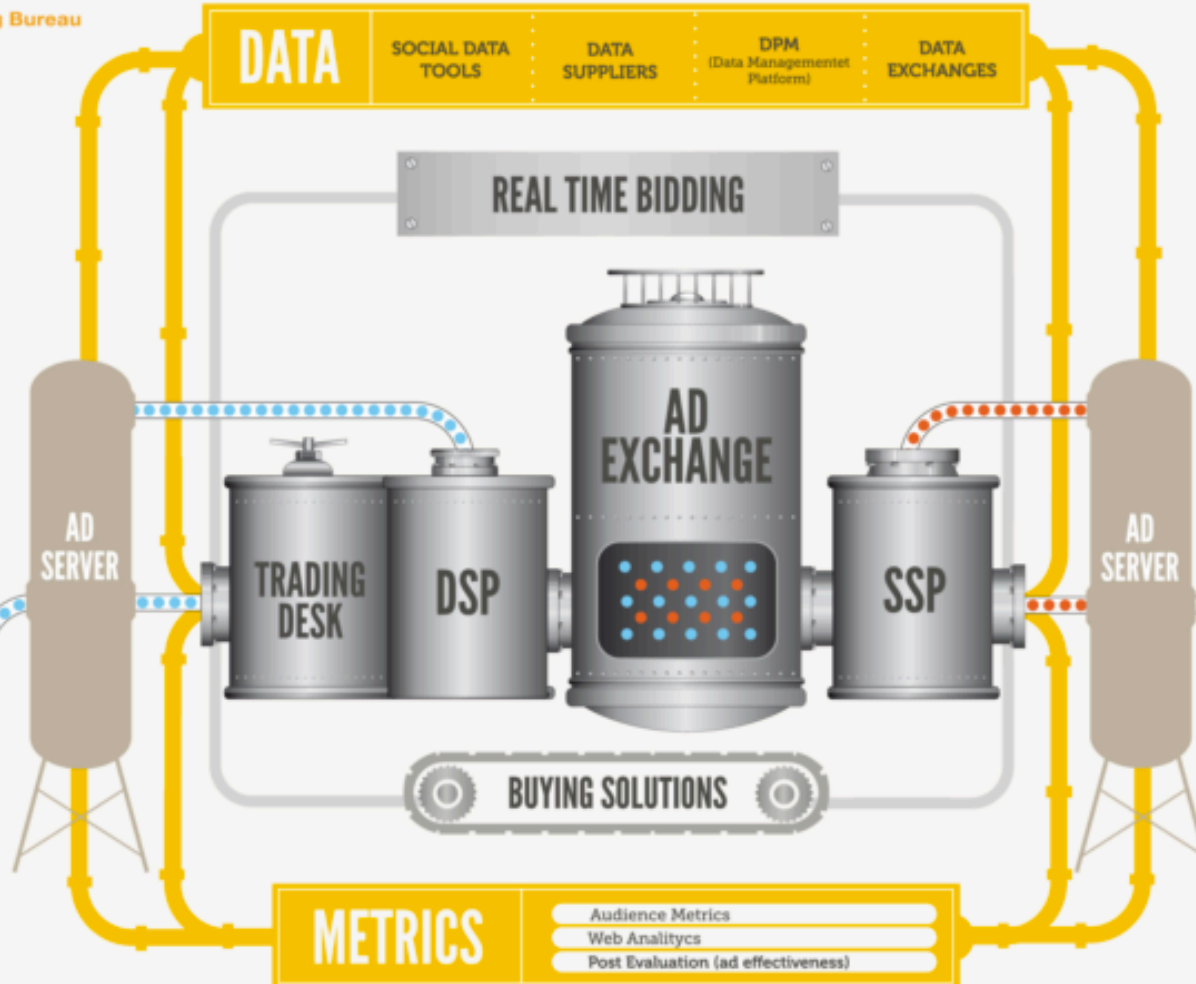
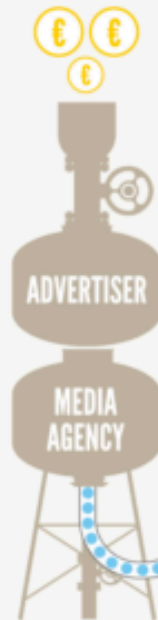
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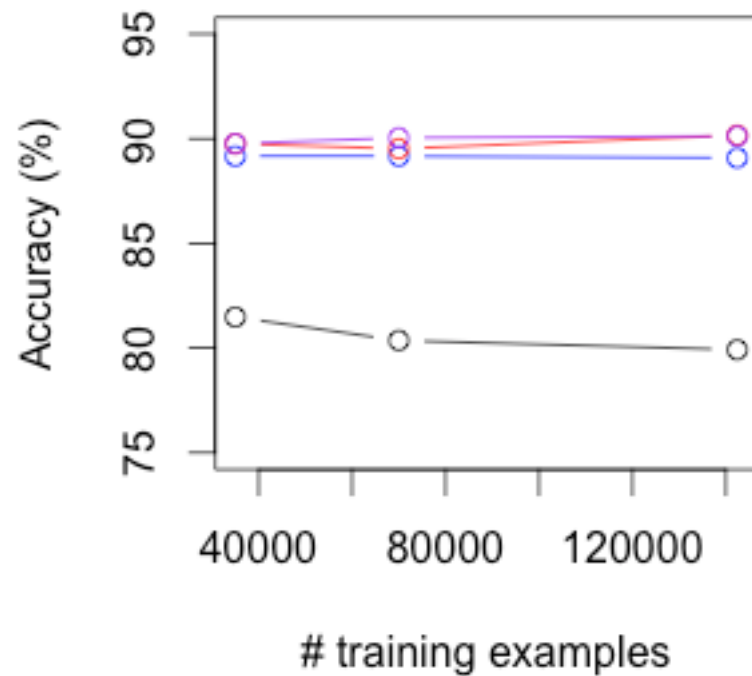
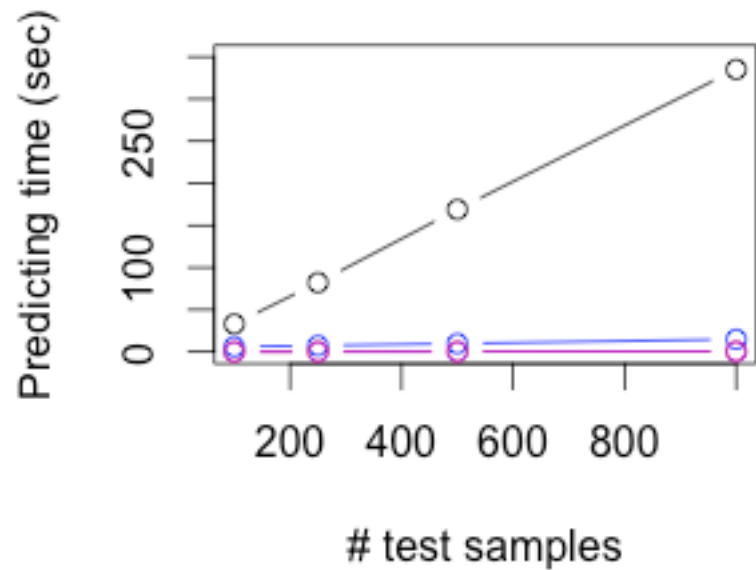
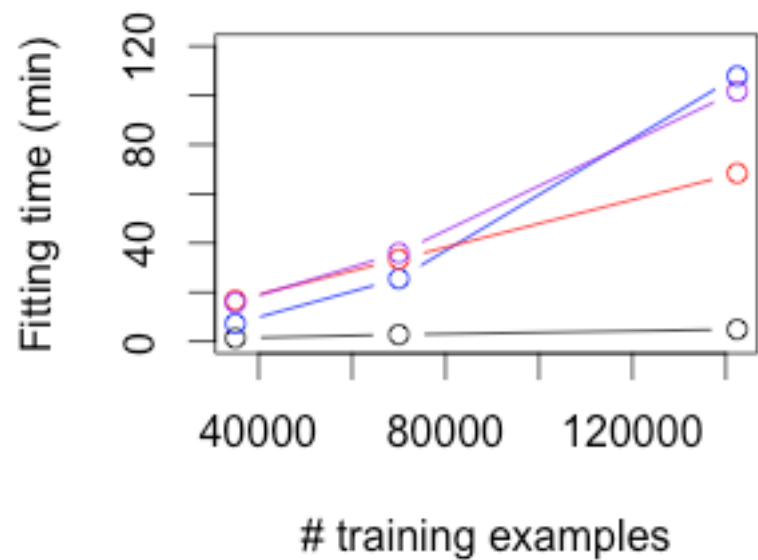
AUDIENCE



+ The Problem

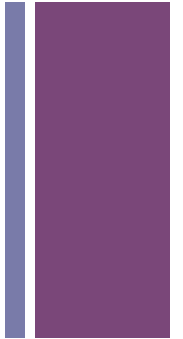
- Large amount of training data
- “Infinite” feature space
- Need to score large datasets
- Models need to be updated regularly

+ Results





Conclusion?



	Accurate	Fast to Model	Fast to Predict
Naïve Bayes	No	Yes	No
Support Vector Machines	Yes	No	Eh
Gradient Boosted Model	Yes	Eh	Yes
Logistic Regression	Yes	No	Yes