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AUTOMATED SNIPPET GENERATION FOR ONLINE ADVERTISING

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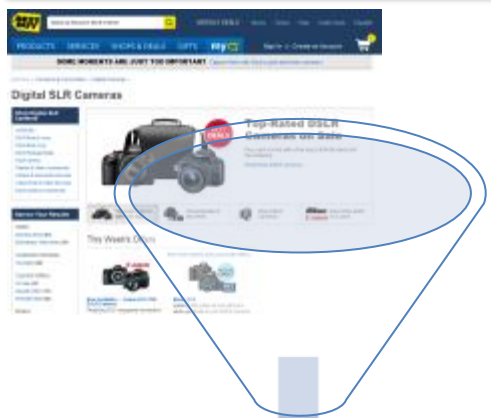[3] Harokopion University of Athens
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CIKM 2013 Poster Track

The Challenge: Small Comprehensive Ad-text

E-shop with various landing pages

Sentiment Analysis
with Amazon Sentiment Dataset

Positive n-grams

+ Fujifilm Finepix JX580

+ instantaneously increases shutter speed

…

+ extended battery life

Natural Language Generation

Constructing a good form of the final ad-text sentences with best n-grams, permutations, templates

Information Extraction

Product title: Fujifilm Finepix JX580
extended battery life, web site constitutes acceptance, instantaneously increases shutter speed, rapidly check recently shot images, additional accidents coverage, artistically enliven photos, electrical failures…

`<product name>` `<feature set>` `<feature set or price>`

- ● Artistically enliven photos, instantaneously increases shutter speed
- ● Artistically enliven photos, extended battery life
- ● Max Video Resolution 1280, instantaneously increases shutter speed

Advertising Language Model
(~50.000 ads - queries from Google Products Taxonomy)

Side ad

Fuji Film Finepix JX580
http://www.bestbuy.com
Artistically enliven photos, instantaneously increases shutter speed

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