**Targeted advertising using behavioural data mining**

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**Abstract:**

Behavioural Advertisement systems place ads automatically in Web pages, based on the Web page content. The Target advertising to a specific user based on the keywords on the page he or she is visiting. Publishers and advertisers bid for the use of keywords in an auction system run by behavioural advertisement company. They only profit from the advertisement when user clicks on the ad in what’s commonly known as pay-per-click advertising. Opposed to keyword matching in sponsors advertising, in behavioural advertising, matching is determined automatically by the page content, which complicates the task considerably. Advertising touches challenging problems concerning how systems accurately and efficiently select the best ads based on the entire content of the webpage and not just the keywords.

Behavioural advertising is a form of online advertising that follows the user around. For example, a web surfer who has just priced some flights on an airline’s website might be shown a travel-related ad when he surfs to the next website in which he’s interested, which might be for the local pizza joint

Retargeting is a concept in advertising. Behavioural search retargeting, so the theory goes, is particularly effective because the customer is “in market.” He or she is already doing research about something, probably with an eye toward buying. A lot of buying decisions take time, though, depending on various factors. That’s why you want to retarget the web surfers who visited your site once from a search engine; while they’re making up their minds about who to buy from, you want to stay in contention and not have them decide to buy from someone else because they forgot about you.

**Reference:**

IEEE paper on “Design and implementation of targeting advertising system based on C4.5 algorithm” by Xuefei Wang and Yan Shi [**DOI:** [10.1109/ICCSNT.2015.7490833](https://doi.org/10.1109/ICCSNT.2015.7490833)]

<http://www.seochat.com/c/a/Website-Marketing-Help/Give-Your-Advertising-a-Second-Chance/>

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