Ad Placement & Reader Retention of Reddit forums

u/Scott_Kroeger

Motivation #1

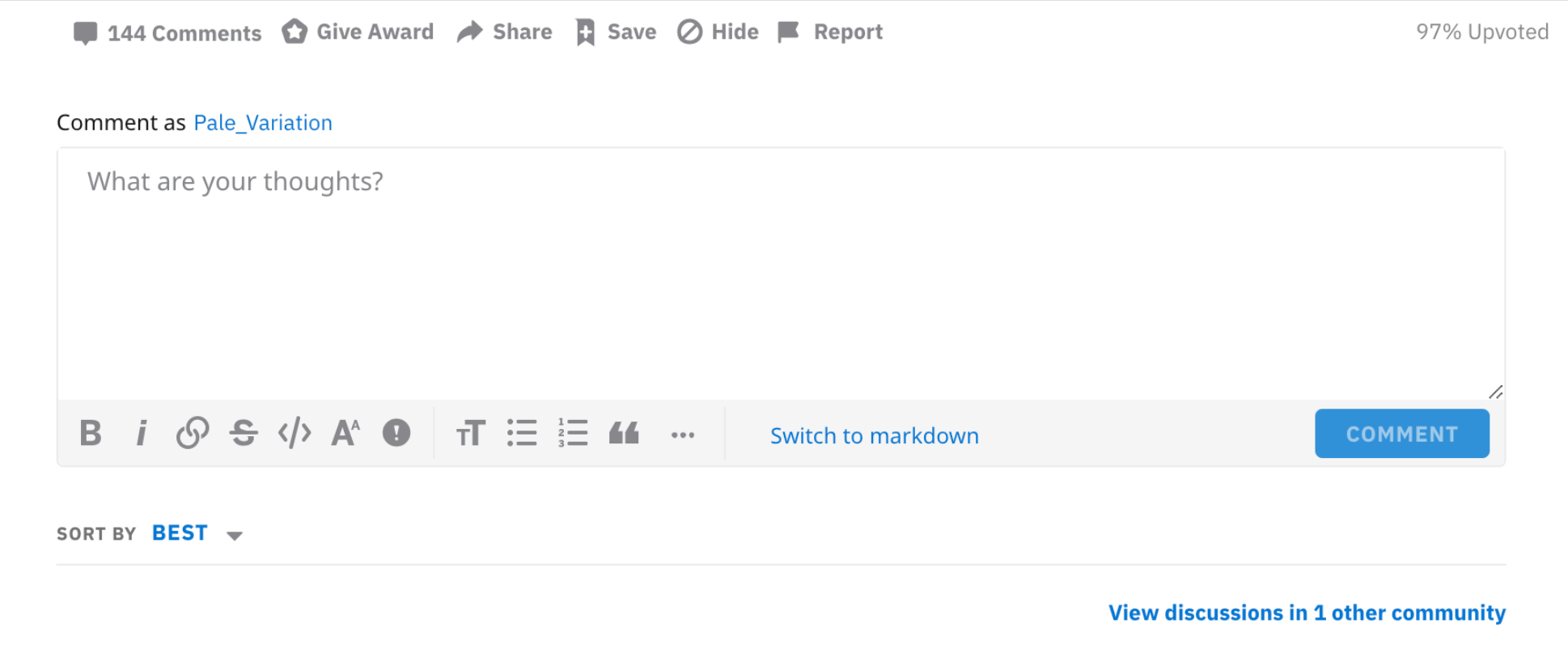
Posted by u/Iginjw 9 hours ago

5.8k

Cinnamon Babka

ADVERTISEMENT

Motivation #2



Methodology

Title

Title

Title

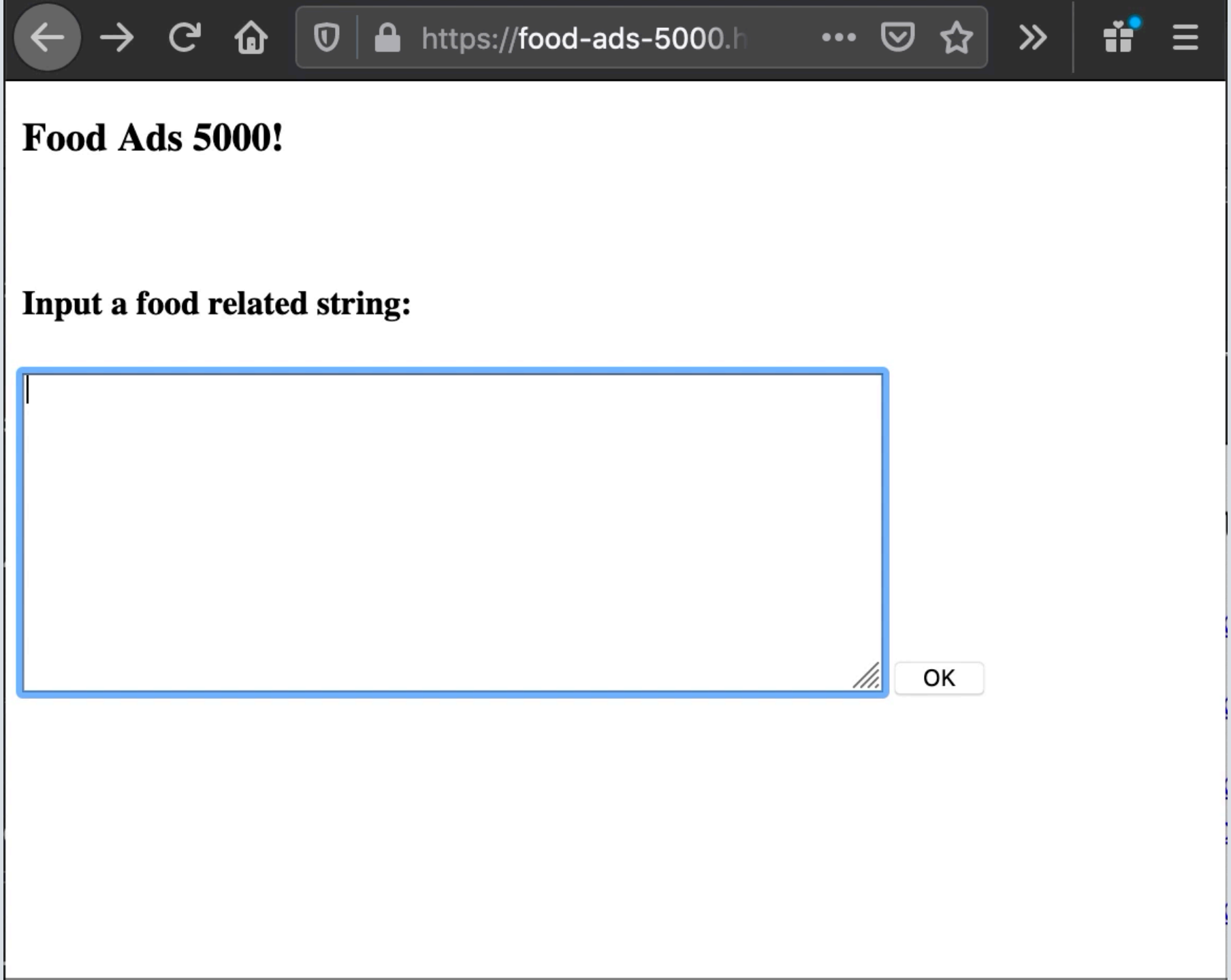
Results

- Compressed to 20 Topics
- Labeled each Topic
- Produced an Application

Application

- Query & API Style
- Two Functions
  1. Display Related Ads
  2. Return Related Articles

Demo


https://food-ads-5000.h
Food Ads 5000!
Input a food related string:
OK

Conclusion

- Providing Relevant ads is possible
- Manual topic labeling process
- May increase click through rates
- Related posts can be provided

Future Work

- Explore automated labeling process
- Expanding into other forums & clustering

Questions?

OK, I’m off to

Reddit.com/r/beer