Areas of interest

1. Personalization

Intent

- Discovery: tracking, analysis

- Deliver: Ad, internet marketing, in-web/in-app experience

Big question - why return on mobile ad is not proportional to the time spent on the device?

Peeling the onions, identifying concrete/solvable issues to move needle

Mobile Ad challenges ??

Read -

<http://www.adexchanger.com/data-driven-thinking/why-marketers-struggle-with-cross-platform-programmatic/>

<http://www.aadrake.com/what-mobile-advertising-needs.html>

<https://medium.com/@ameet/why-mobile-roi-is-so-hard-bf2f24d87503>

2. Deep link into mobile apps, platform specifics (current state, future direction)

3. Helping kids

Identifying pain, inefficiency

Education

Activity

4. Payment platform

5. Cross board, China ?

Next steps

1. Increase awareness - Look for problems to solve. Identify pain/inefficiency
2. Github
3. Research
   1. Understand domain of Ad, marketing, paid search, natural search
   2. Understand how google, facebook personalization works
   3. Understand Mediaplex, Ad-x small companies
4. Look up meetups, forums, blogs
5. Network: linkedin, meet friends