

# Using R to Optimize an Advertising Algorithm

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Trulia.com is one of the largest real estate websites in the U.S. Consumers nationwide can find information about their local real estate market: current listings, recent sales as well as demographic information such as school quality and crime statistics. Real estate agents pay to advertise on listings at the ZIP code level. Optimizing such an algorithm is challenging as it is based on several variables beyond our control, such as both supply and demand of real estate at a zip code level nationwide. We show how Trulia uses *R* to both explore possible improvements to our algorithm and evaluate the success of changes.