

Location-aware Mobile Advertising



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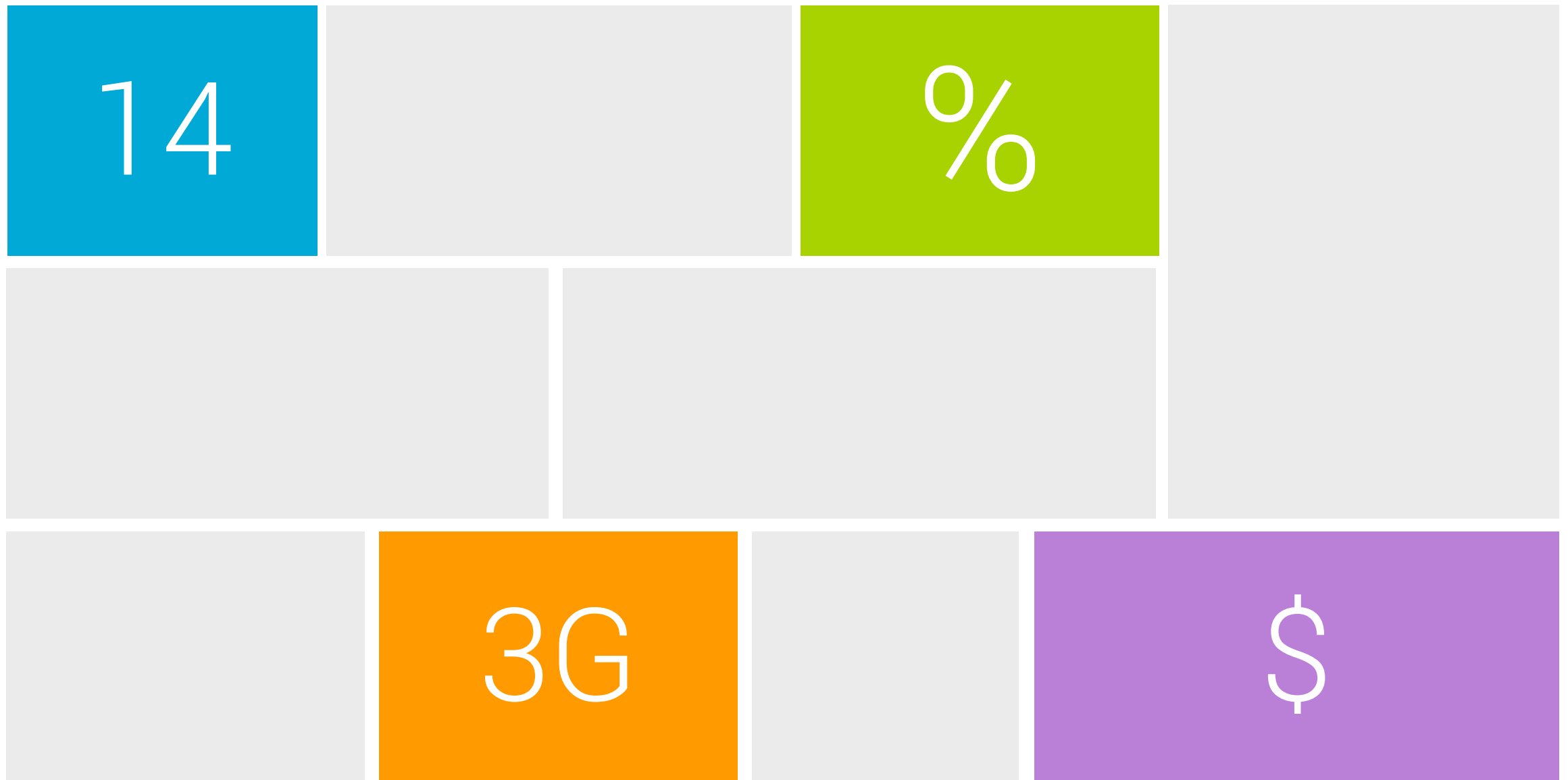
Information Retrieval Systems
Spring '12
28 Mart 2012

agenda



- domain analysis
- brief introduction
- system overview
- some technical stuff
- expected results
- contribution to “old school” approaches

domain analysis



brief introduction



ads



mobility

brief introduction



ads



mobility

mobile ads

brief introduction



mobile ads



geolocation

brief introduction



mobile ads



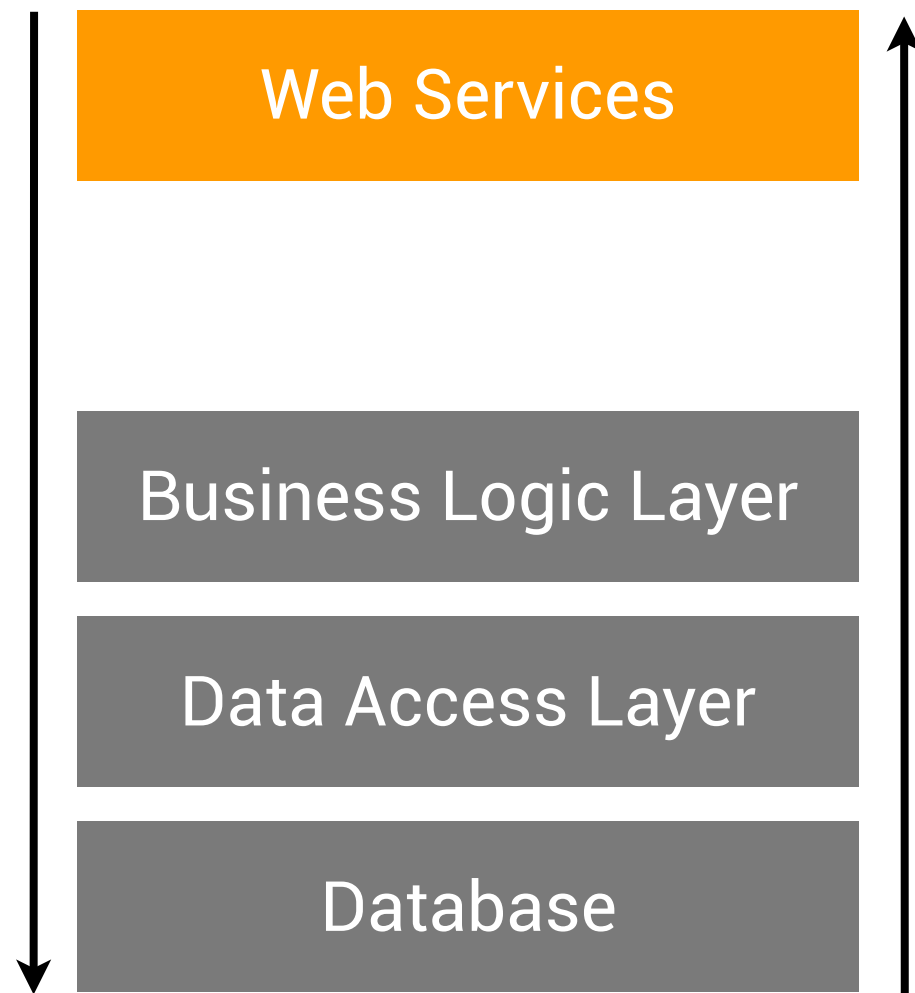
geolocation

location-aware
mobile advertising

system overview



some technical stuff



- generate index files
- take user queries
- cluster according to geolocations
- maintain the database
- regularly update the index file

some technical stuff (cont' d)



- obtain user query
- obtain geolocation via GPS
- display relevant ads
- get user ratings

expected results



UX



2 choices
location-aware & “old school”



let the users rate results

contribution



new term weighting

new parameters
based on location

questions & answers



thank you for your patience