

The Research Centre of the Faculty of Economics
cordially invites you to a research seminar
on **Friday, 25th January 2019**
at **10 a.m.** in room **P-119**
at the **Faculty of Economics, University of Ljubljana**

Author:

Baris Selcuk, PhD

Bahcesehir University, Istanbul, Turkey

will present the article:

“Optimal Keyword Bidding Strategies in Search-Based Advertising”

“This talk is about the search-based advertising problem from an advertiser's view point, and proposes optimal bid prices for a set of keywords targeted for the advertising campaign. The advertiser aims to maximize its expected potential revenue given a total budget constraint from a search-based advertising campaign. Optimal bid prices are formulated by considering various characteristics of the keywords such that the expected revenue from a keyword is a function of the ad's position on the search page, and the ad position is a stochastic function of both the bid price and the competitive landscape for that keyword. We explore this problem analytically and numerically in an effort to generate important managerial insights for campaign setters. “

You can register for the free seminar by phone (01) 58-92-490, or via e-mail:
research.seminars@ef.uni-lj.si by Thursday, 24th January 2019.

You can find all information regarding future research seminars on following link:
http://www.ef.uni-lj.si/raziskovanje/seminarji_in_konference

We look forward to seeing you!

