ABSTRACT

LinkedIn is the largest professional social network in the world. It provides a platform for advertisers to reach out to professionals and target them using rich profile and behavioral data. Thus, online advertising is an important business for LinkedIn. In this talk, I will give an overview of statistical models that power LinkedIn self-serve display advertising systems. The talk will not only focus on methods, but various practical challenges that arise when running such components in a real production environment. I will describe how we overcome some of these challenges to bridge the gap between theory and practice.