

Yoni Gur (DRO)

“Dynamic Referrals: Matching Traffic to Content in the Internet”

Joint work with Omar Besbes and Assaf Zeevi

Abstract:

This talk focuses on the emerging practice of generating related links on the fly to guide traffic on the internet. We highlight the challenges associated with this new internet business model, and study the underlying content-users online matching problem. A special attention will be given to addressing the problem of tracking the dynamic “temperature” - level of relevance - of available content.