Artificially Intelligent Online Advertising

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ADVERTISMENT

5 technology trends to watch in eCommerce
Find out how Australian retailers are using the latest technology from biometrics to augmented reality to meet the needs of online shoppers today.
Ad by Australia Post

A couple weeks ago my wife was out of town, so my three year old daughter and...
**WHAT IS ZEMANTA?**

Zemanta is a **Demand Side Platform** (DSP) that allows you to manage all your media buying from one dashboard. It is connected to more than 40 networks and enables **programmatic** access to each of them through one interface.
Brands and Agencies
Of all shapes and sizes.

Supply at scale.
Access to some of the most premium websites and news feeds in the world.
What is Real Time Bidding?

1. User visits a website.
2. Exchange announces available ad placement to Zemanta.
3. Zemanta evaluates all applicable ads and bids with the best ad.
4. Auction of all bids takes place.
5. Winning ad is served by the exchange and notifies Zemanta about the served ad.
Bidding at scale

Bidding on advertising space is at the core of our product. It is fueled by our Machine Learning algorithms.

~800,000 bid requests - per second

100ms response time - including network latency

7 data centers around the globe

100+ TB of data generated per day - compressed
Where does Machine Learning/Al come into play?

Machine Learning is **embedded into everything** we do.

Use cases include:

- Autonomous advertising campaign optimization - Autopilot
  - Intelligent budget distribution
  - Optimal pricing
- Bidding on advertising space in real-time
- Fraudulent and non-human traffic detection
  - Analysing patterns in our network