



考虑信誉的广告投放机制设计及投放效率测度

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Research on the mechanism design and measure of quality for online advertising in consideration of reputation

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摘要 网络广告作为一种新兴广告形式正在高速发展.如何得到最大化的广告收益是最受关注的问题.但是,单纯追求点击价值并不一定能给广告商带来最大的收益,还可能带来网络诈骗、虚假广告等道德风险问题.因而,广告主的信誉越来越成为广告被关注和点击的重要因素.本文在考虑广告主信誉、广告商品属性匹配度以及点击价值等因素的基础上,基于机制设计理论,给出了一种能实现广告整体收益最优的投放策略决策方法,并进一步探讨了广告投放的效率测度.最后,通过可视化分析以及仿真实验来说明本文决策方法所给出的机制在投放效率方面的优越性.

关键词: 网络广告 机制设计 广告主信誉 投放效率测度

Abstract: How to get the maximum profit with online advertising is the most concern issue for advertisers. However, only pursuing the Click Through Rate maybe can not bring the maximum profit, which even induces huge amounts of network fraud information and fraudulent transaction. Considering the factors of the advertisers' reputation, matching degree of product and clicking value, based on the mechanism design theory, an optimal launching mechanism for online advertising was proposed here, Further, the quality measure of advertise launching was calculated based on our mechanism. Through the final simulation testing and visual analysis, it was shown that our mechanism considering reputation has superiority on the launching efficiency.

Key words: online advertising mechanism design advertiser reputation measure of quality

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