

Digital economy: Data analysis on the context advertising market in the UK and the US

Plotnikov A., Kuznetsov P., Urasova A., Akhmetshin E.
Kazan Federal University, 420008, Kremlevskaya 18, Kazan, Russia

Abstract

© IAEME Publication. Users behave differently when searching for the same queries, and this is manifested in the cost of online promotion by keywords. The data collected from the English-speaking search engine Google (two countries: the US and the UK) for the general request "html" have been analyzed and compared in the study. Dispersion and regression analyses have been used as methods. Cost-per-click, the amount of observed data with filled values by parameters $N=6,917$, is a dependent variable. As a result of the study, it has been found that the predictive model of the US contextual advertising market is more important in comparison with the UK, which indicates better development of the US market. Despite the developed US market, advertisers prefer not to search for a keyword with multiple words as an ad trigger in the Google search engine.

Keywords

Contextual advertising, Digital economy, Google adwords, Online marketing, Search engine

References

- [1] Zeng H.-J. He, Q.-C., Ch., Zh., Ma., W.-Y., Ma., J. Learning to cluster web search results. Proceedings of the 27th annual international ACM SIGIR conference on Research and development in information retrieval. ACM, 2004, pp. 210-217.
- [2] Michalewicz, Z. and Jankowski, A. System and method for analysis and clustering of documents for search engine. Patent app. 09/920,732. USA, 2001.
- [3] Mehta A., Saberi, A., Vazirani, U., Vazirani, V. AdWords and Generalized On-Line Matching. Journal of the ACM (JACM), 54(5), 2007, pp. 1-19.
- [4] Goel, G. and Mehta, A. Online budgeted matching in random input models with applications to adwords. Proceedings of the nineteenth annual ACM-SIAM symposium on Discrete algorithms. Society for Industrial and Applied Mathematics, 2008, pp. 982-991.
- [5] Devanur, N. R. and Hayes, T. P. The AdWords Problem: Online Keyword Matching with Budgeted Bidders under Random Permutations. Proceedings of the 10th ACM Conference on Electronic Commerce. ACM, 2009, pp. 71-78.
- [6] Geddes, B. Advanced Google AdWords. John Wiley & Sons, 2014.
- [7] Henkin, A., Shaham, Y. and Brickner, I. Contextual advertising techniques for implemented at mobile devices. Patent 9710818. USA, 2017.
- [8] Lee J.-H. Jun, S.-Y., Park, S.J., Kim, K.-M., Lee, S. Mobile Contextual Advertising Platform based on Tiny Text Intelligence. Proceedings of the 15th Annual International Conference on Mobile Systems, Applications, and Services. ACM, 2017, pp. 181-181.

- [9] Chun K. Y. Are contextual advertisements effective? The moderating role of complexity in banner advertising. *International Journal of Advertising*, 33(2), 2014, pp. 351-371.
- [10] Zongda, W., Guandong, X., Chenglang, L., Enhong, Ch., Yanchun, Zh., Hong, Zh. Position-wise contextual advertising: Placing relevant ads at appropriate positions of a web page. *Neurocomputing*, 120, 2013, pp. 524-535.