

# CTR PREDICTION OF INTERNET ADS USING ARTIFICIAL ORGANIC NETWORKS

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## Abstract

For advertising networks to increase their revenues, priority must be given to the most profitable ads. The most important factor in the profitability of an ad is the click-through-rate (CTR) which is the probability that a user will click on the ad on a Web page. To predict the CTR, a number of supervised rating models have been trained and their performance is compared to artificial organic networks (AON). The conclusion is that these networks are a good solution to predict the CTR of an ad.

## Keywords

Artificial organic networks in advertising, CPC advertising networks, CTR prediction, Supervised rating models