TargetAd2015 Chairs' Welcome

It is our great pleasure to welcome you to *TargetAd2015 - Workshop on Ad Targeting at Scale*. Organized in conjunction with WWW 2015, the workshop aims to bring together researchers from both academy and industry research labs, to share, exchange, learn, and develop upon preliminary results, novel concepts, ideas, principles, and methodologies on applying data mining and machine learning to Ad Targeting.

Recent advent of big data applications and platforms has led to a renaissance in many areas of machine learning and data mining. Computational advertising, a burgeoning field that accumulated revenue of over 23 billion dollars in the first half of 2014 in the US alone, has particularly benefited, and the industry has observed a steady two-digit growth in the past few years. However, in order to maintain and improve upon this positive trend, researchers in academia and industry alike are faced with numerous theoretical and practical challenges that require immediate attention. Objective of the workshop is to bring together interdisciplinary practitioners and researchers from industrial and academic research labs to discuss state-of-the-art research and future directions in Ad Targeting and related areas in the era of Big Data.

The call for papers attracted submissions from around the world. After careful consideration by the program committee, nine submissions have been accepted for presentation at the workshop. We also encourage workshop attendees to attend the invited talk presentations. These valuable and insightful talks by the leaders in the area will guide us to better understanding of the future of Ad Targeting:

- Ricardo Baeza-Yates (*Vice President of Research at Yahoo Labs*)

- Jure Leskovec (*Assistant Professor of Computer Science at Stanford University*)

- Yue Lu (*Ads Prediction Lead at Twitter, Inc.*)

- D. Sculley (*Software Engineering at Google, Inc.*)

- Sue Ann Hong (*Software Engineering at Facebook, Inc.*)

Putting together *TargetAd2015* was a team effort. We would first like to thank the authors for providing the content of the program. We are grateful to the program committee, who worked very hard in reviewing papers and providing feedback for authors. Finally, we thank the hosting organization for their huge efforts in making the WWW 2015 conference such a success.

This year's workshop continues the tradition of and builds upon highly successful events previously organized at WWW 2008 and ICML 2012. We hope that you will find this year's program equally interesting and thought-provoking, and that the workshop will provide you with a valuable opportunity to share ideas with other researchers and practitioners from institutions around the world.

Nemanja Djuric, Mihajlo Grbovic, Vladan Radosavljevic,
Olivier Chapelle, & Vanja Josifovski
TargetAd Chairs

TargetAd2015 Organization

Program Chairs: Vanja Josifovski *(Pinterest, Google, USA)*
Olivier Chapelle *(Criteo, USA)*
Mihajlo Grbovic *(Yahoo Labs, USA)*
Vladan Radosavljevic *(Yahoo Labs, USA)*
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Program Committee: Shuang Yang *(Twitter)*
Minmin Chen *(Criteo)*
Junfeng Pan *(Facebook)*
Kosta Ristovski *(Hitachi Labs)*
Sujith Ravi *(Google Research)*
Slobodan Vucetic *(Temple University)*
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Zornitsa Kozareva *(Yahoo Labs)*
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Amin Mantrach *(Yahoo Labs)*
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