

# USF NEXUS INITIATIVE 2019 AWARD RECIPIENT

## **Shivendu Shivendu**

*Impact of Multi-Platform Strategies on Effectiveness of Targeted Online Advertising*

The pervasiveness of targeted advertising has transformed the advertising industry. Yet, the effectiveness of targeted advertising on social media and on the traditional platform is not well understood. We seek to address questions that include where to target and whom to target. Our approach first combines machine learning and econometrics methods to distil causal relationships, then we will conduct a randomized experiment to study the effect of ad exposure intensity on conversion rate, substitution, and complementarity across different platforms. Our work aims to reveal interesting interrelationships that impact the effectiveness of targeted advertising on social media and on the traditional platform.

### ***Partnerships:***

**Yue Wei Thoo**, Ph.D.

City University of Hong Kong (Hong Kong, China)

**Alan Ran Zhang**, Ph.D.

City University of Hong Kong (Hong Kong, China)



**UNIVERSITY OF  
SOUTH FLORIDA**  
A PREEMINENT RESEARCH UNIVERSITY