

*Istanbul Sehir University, Data Science Lab <http://datascience.sehir.edu.tr>*

---

# Response Prediction in Digital Marketing

2017

---

---

# Agenda

---

❖ **[Morning]**

09:00-09:45 **Ahmet:** Factorization Machines

09:45-10:30 **Beyza:** Practical Lessons from Predicting Clicks on Ads at Facebook

*10:30-11:00 Coffee/Tea Break*

11:00-11:45 **Oğuzhan:** Large Scale Distributed Deep Networks

11:45-12:30 **Hacer:** Deep Learning over Multi-field Categorical Data: A Case Study on User Response Prediction

❖ **[Noon]**

*12:30-13:00 Lunch*

❖ **[Afternoon]**

13:00-13:45 **Süha:** Simple and scalable response prediction for display advertising

13:45-14:00 All: Wrap-up