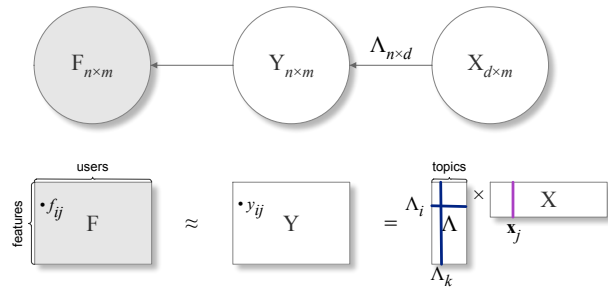


# Factor Modeling for Advertisement Targeting

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$$f_{ij} \sim \text{Poisson}(y_{ij}) \leftarrow y_{ij} \sim \text{mixture of Multinomial}(p(i|k)) \leftarrow x_{kj} \sim \text{Gamma}(\alpha_k, \beta_k)$$

