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Tuning for Smarties

(ads quality: we're no dummies)

Tuning in a Nutshell:

1. Measure Things

2. Do Math

3. Profit!!!

What are we tuning again? Prices!

- For every ad (pctr, CQ, LQ), we set a price.
- If price \leq bid, the ad can show
- Tuning is just adjusting ranking / pricing

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The Long Term Value Function (I)

- "Tuning" == adjusting the cost of different types of clicks and impressions

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The Long Term Value Function (II)

- These functions use "auction pctr" which is at best a consensual hallucination

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The Long Term Value Function (III)

- Adjusting Gamma has been contentious
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- Since we tune at country granularity, it is the only mechanism to significantly reward / penalize quality for high value queries within a country / tuning region

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