

New Advertising

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CS Club, Steklov Institute, 2008

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In the past, entrepreneurs started businesses. Today they invent new business models.

John Doerr

Think global, act local.

disputed

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Outline

- 1 The Concept of New Advertising
- 2 Prototype Project: Shopping2.ru
- 3 Research Agenda

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The Concept of New Advertising

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Key Ideas

- More contribution from businesses and consumers
- Universal business-consumer environment
- More structure
- Legalize!

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Consumer Tasks

- Search products
- Buy cheap
- Discover new things
- Follow news
- Form personal style
- Make choices
- Get support
- Memorize
- Utilize expertise

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Business Tasks

- Analyze market and learn demand
- Create demand
- Keep current clients
- Attract new clients
- Educate consumer
- Establish trust

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Questions to Consumer

- How do you discover, decide, find things?
- Define your style?
- How can we help?

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Questions to Business

- How do you do internet marketing and CRM now?
- How can we help?

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Interesting Projects

Wakoopa, Shelfari, Imhonet, Vladelia, Hel-looks, Last.fm, Yelp, VKontakte places, Facebook for business, LiveJournal Club Card

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Prototype Project: Shopping2.ru

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Mission

- Help people to buy
- Help companies to sell

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Focus

- Database
- Organize connections
- Taste making
- News

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History

- Dec'07: First words
- May'08: First line of code
- July'08: First user
- October'08: Launch

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Investment

- Direct: < 1K\$
- Stupid: 2.5 K\$

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Technology

- Django
- LAMP
(linux-apache-mysql-python)
- JQuery/javascript, html/css
- Postfix, svn, trac
- Dedicated hosting 90\$/Mo

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Team

- Yury Lifshits
startsite.ru, csin.ru
- Anton Nazarov
vkontakte.net.ru

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Experiment

- “Tell about yourself to learn about others”
- VKontakte ID “required”
- Invite three people to get access
- Garment tagging script

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Getting users

- Our personal blogs
- Posting in related communities
- 20% registered by invitations
- Reviews in press and blogs

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Results

- 1000 registrations in 2.5 months
- 400 photos, 1800 garments, 200 shopping places, 700 brands

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Most popular brands

- 1 ZARA
- 2 Adidas
- 3 Nike
- 4 Mango
- 5 Esprit
- 6 Ecco
- 7 Converse
- 8 Mexx
- 9 Levi's
- 10 Lacoste

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Business model: paid services for companies

- Communication to consumer: QA, feedback, polls, surveys
- Market analysis
- Content distribution
- Loyalty programs

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Research Agenda

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Billion wishes

- Collect 1 000 000 000 pairs “person — wish”

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Recommendations

- 5 Questions recommendations
- Middle layer:
style, values, music
- Superpositive recommendations
- Item-to-item recommendations
- List recommendations
- Rankings

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Data Licensing

- Getting data: rewards, weak privacy
- Data remix rules
- Data Market: Who is ready to pay? For what kind of data?

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Disambiguation

- Unique identifiers and resolution algorithms
- Usability
- Mission: user-generated semantic web

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Get good stuff in

- Get more content
- Get good content
- Story: adult content in MySpace

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Call for Feedback

- Ideas and feature requests for shopping2.ru?
- Ideas for posted challenges?

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October 2, Thursday

- 18-30
Shopping2.ru presentation & brainstorming
<http://vkontakte.ru/club4719976>
- 21-00
BubbleBar: Shopping2.ru Launch Party!
<http://vkontakte.ru/club4764930>

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Links

<http://yury.name>

Homepage

<http://shopping2.ru>

Our prototype "social shopping" project

<http://yury.name/newweb.html>

Tutorial "The New Web"

<http://yury.name/reputation.html>

Tutorial "Reputation Systems"

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Pointers

Michigan U Group “Incentive-Centered Design”

<http://www.socialcomputingresearch.net/twiki/bin/view/ICD/WebHome>

Al Roth papers on Market Design

<http://kuznets.fas.harvard.edu/~aroth/alroth.html>

TED: Larry Lessig, Seth Godin, Mena Trott, Jimmy Wales

<http://www.ted.com>

Problem to think about:
Billion wishes

Thanks for your attention!
Questions?