



























- [33] A. Metwally, D. Agrawal, and A. El Abbadi. DETECTIVES: DETECTing Coalition hiT Inflation attacks in adVERTISING nEtworks Streams. In *Proceedings of the 16th International Conference on World Wide Web, WWW '07*, pages 241–250, New York, NY, USA, 2007. ACM.
- [34] A. Metwally, F. Emekçi, D. Agrawal, and A. El Abbadi. SLEUTH: Single-pubLisher attack dETection Using correlaTion Hunting. *PVLDB*, 1(2):1217–1228, Aug. 2008.
- [35] B. Miller, P. Pearce, C. Grier, C. Kreibich, and V. Paxson. What’s Clicking What? Techniques and Innovations of Today’s Clickbots. DIMVA, pages 164–183, 2011.
- [36] B. Rey and A. Kannan. Conversion Rate Based Bid Adjustment for Sponsored Search. In *Proceedings of the 19th International Conference on World Wide Web*, 2010.
- [37] M. Richardson, E. Dominowska, and R. Ragno. Predicting Clicks: Estimating the Click-through Rate for New Ads. In *Proceedings of the 16th International Conference on World Wide Web*, 2007.
- [38] D. Sculley, R. G. Malkin, S. Basu, and R. J. Bayardo. Predicting Bounce Rates in Sponsored Search Advertisements. In *Proceedings of the 15th ACM SIGKDD International Conference on Knowledge Discovery and Data Mining, KDD '09*, pages 1325–1334, New York, NY, USA, 2009. ACM.
- [39] V. Shankar and S. Balasubramanian. Mobile Marketing: A Synthesis and Prognosis. *Journal of Interactive Marketing*, 23(2):118 – 129, 2009. Anniversary Issue.
- [40] E. Sodomka, S. Lahaie, and D. Hillard. A Predictive Model for Advertiser Value-Per-Click in Sponsored Search. In *Proceedings of the 22nd international conference on World Wide Web*, 2013.
- [41] Y. Song, H. Ma, H. Wang, and K. Wang. Exploring and Exploiting User Search Behavior on Mobile and Tablet Devices to Improve Search Relevance. In *Proceedings of the 22Nd International Conference on World Wide Web*, 2013.
- [42] K. Springborn and P. Barford. Impression Fraud in Online Advertising via Pay-per-view Networks. In *Proceedings of the 22Nd USENIX Conference on Security*, 2013.
- [43] A. A. Stinnett and J. Mullahy. Net health benefits a new framework for the analysis of uncertainty in cost-effectiveness analysis. *Medical Decision Making*, 18(2):S68–S80, 1998.
- [44] S. Yang and A. Ghose. Analyzing the Relationship Between Organic and Sponsored Search Advertising: Positive, Negative, or Zero Interdependence? *Marketing Science*, 29(4):602–623, 2010.