

The SUMO Speaker Series for Undergraduates

Thursday, March 12th

4:15-5:05, room 380C

(Food Provided)

Speeding up Search Ads at Google

David Arthur (Google)



Abstract:

Google Search Ads is one of the most successful advertising networks in the world. To keep it growing, we are constantly adding new features, new formats, new advertisers, and new ranking algorithms. However, these additions risk slowing down the system and we do not want to let that happen. Nobody should have to wait for ads when searching on Google.

So how do you take an enormous 15-year old software system with hundreds of active developers, and speed it up? It turns out that algorithmic improvements are always possible! I will talk about how Search Ads works today, and how we were able to make it even faster with a little cleverness.

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