



Click-Through Rate Prediction



NEXT GENERATION DATA INCUBATOR

What challenge do advertisers have?

The image shows a Google search interface. The search bar contains the text "top data incubator programs". Below the search bar, there are navigation tabs for "All", "Images", "Videos", "Shopping", "News", "More", and "Tools". Below the tabs, there are four search filters: "for startups", "amazon", "cisco", and "ibm".

The search results include two advertisements:

- Ad** · <https://landing.dmcc.ae/> ▾
Want to be an entrepreneur? - Set up a new business at DMCC
With instant support and easy setup process, get your business up & running in no time. Quick licence, world-class services, connections & innovative infrastructure. Apply Now!
- Ad** · <https://www.acceleratorapp.co/> ▾
Accelerator Software - incubator platform
Customizable like no other! Our modules are customizable to fit your processes. Accelerator & **Incubator** software built around YOUR processes. Smart Tasks. Track E-Mails.
[Application Process](#) · [Coaching Tools](#) · [View Events](#) · [Startup Data](#) · [FAQ](#) · [Book Your Demo](#)

Below the ads, there is a featured snippet:

Business incubators are **specially designed programs to help young startups innovate and grow**. They usually provide workspaces, mentorship, education and access to investors for startups or sole entrepreneurs.
May 22, 2020

The infographic "PROS OF A BUSINESS INCUBATOR" lists five benefits: Save on rent, Fund raising, Learn and grow, Improve brand, and Network with other startups.

Below the featured snippet, there is a search result:

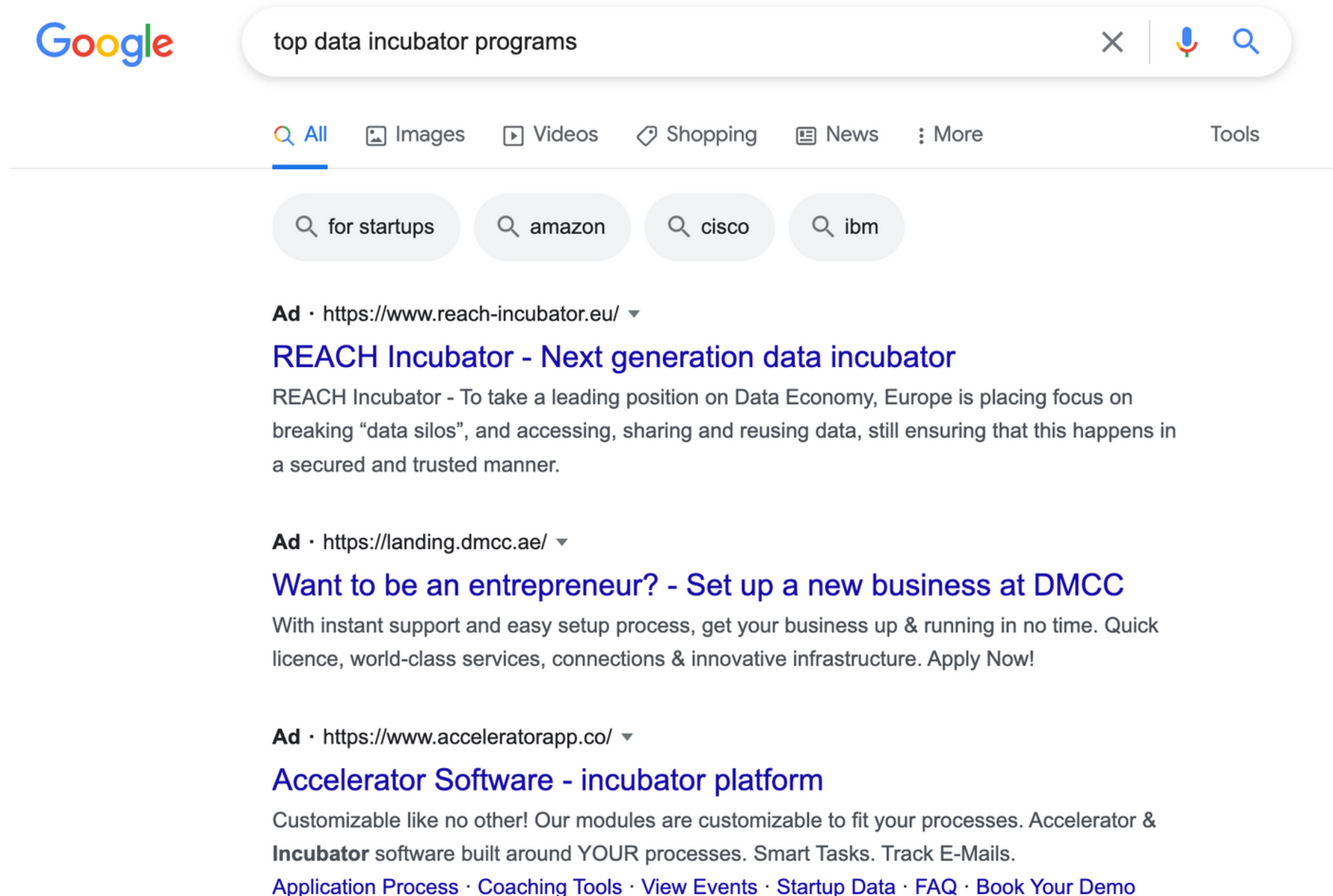
<https://www.draperuniversity.com> > blog > what-is-a-busi... ▾
What Is a Business Incubator and How Does It Work? - Draper ...

At the bottom of the search results, there are links for "About featured snippets" and "Feedback".

Below the search results, there is a section for "People also ask":

People also ask ▾
How do you set up an incubator program? ▾

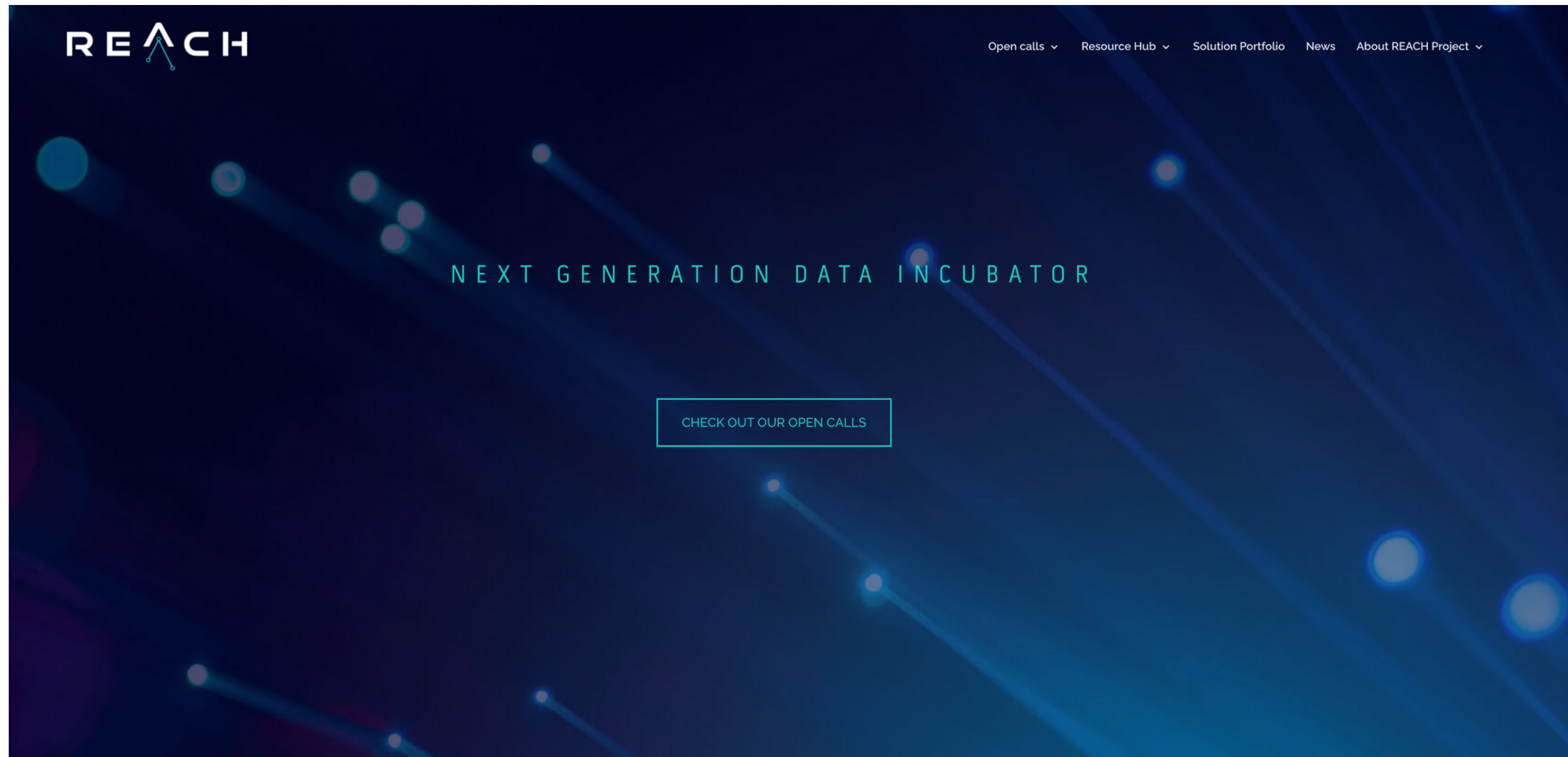
How much will it cost?



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- Ad** · <https://www.reach-incubator.eu/> ▾
REACH Incubator - Next generation data incubator
REACH Incubator - To take a leading position on Data Economy, Europe is placing focus on breaking "data silos", and accessing, sharing and reusing data, still ensuring that this happens in a secured and trusted manner.
- Ad** · <https://landing.dmcc.ae/> ▾
Want to be an entrepreneur? - Set up a new business at DMCC
With instant support and easy setup process, get your business up & running in no time. Quick licence, world-class services, connections & innovative infrastructure. Apply Now!
- Ad** · <https://www.acceleratorapp.co/> ▾
Accelerator Software - incubator platform
Customizable like no other! Our modules are customizable to fit your processes. Accelerator & **Incubator** software built around YOUR processes. Smart Tasks. Track E-Mails.
[Application Process](#) · [Coaching Tools](#) · [View Events](#) · [Startup Data](#) · [FAQ](#) · [Book Your Demo](#)

How many clicks will I get?



REACH Incubator

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[Cookie settings](#) [CLOSE](#)



But the problem is...

top data incubator programs

top incubator programs

eu incubator programs

best incubator programs



data incubator programs

data incubators in europe



data incubators

how to enter data incubators



data incubators europe

what is a data incubator



$$\textit{Profit} = \textit{Revenue} - \textit{Cost}$$

$$\textit{Profit} = (\textit{RPC} - \textit{CPC}) * \textit{clicks}$$

$$\textit{Profit} = (\textit{RPC} - \textit{CPC}) * \textit{impressions} * \textit{CTR}$$

Maximizing the profit

High CTR & Low CPC



Budget Allocation



Unexpected costs



What marketers need

PLAN



Bid on top keywords

AUTOMATE



Automatically manage the budget

MONITOR



Detect anomalies on live campaigns

Some of the Features

Contextual

Ad content

User device

Weather conditions

Competition

Search Volume

Historical

CTR

Clicks

Impressions

Keywords

Average Position

Industry

Match Type

CPC

Keyword intents

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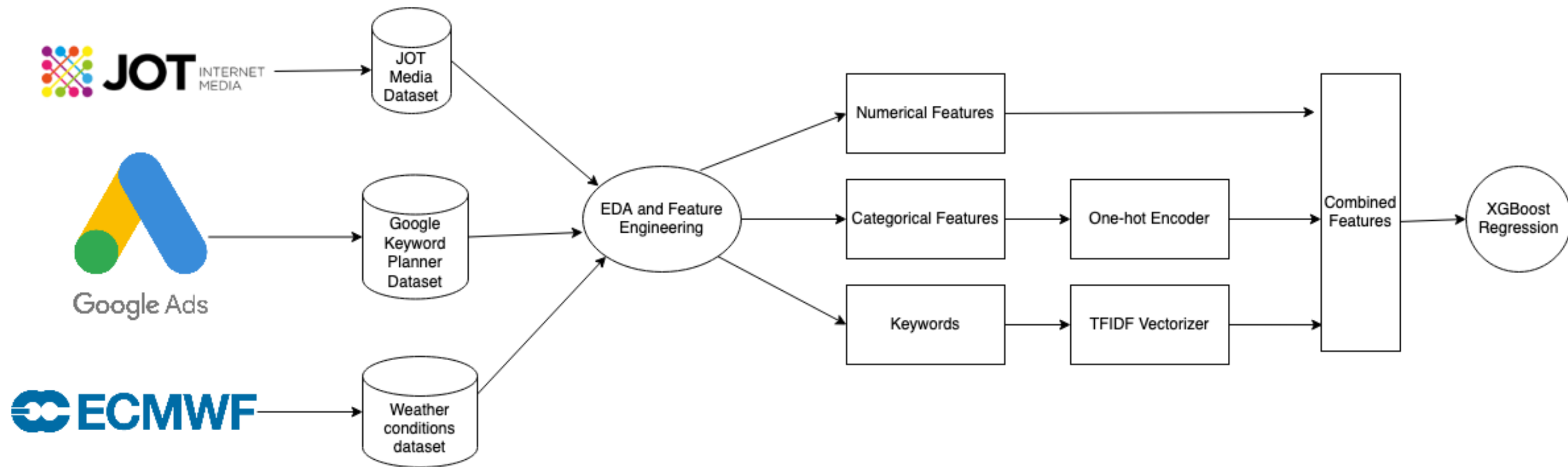
Match Type

CPC

Keyword intents



Baseline Model





we bring customers back

CPO

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ACCIÓ



**Generalitat
de Catalunya**



**Ajuntament de
Barcelona**



**Microsoft
for Startups**

