

Title: Multi-Objective Personalization of Marketing Interventions

Speaker: Prof. Anuj Kapoor, University of Missouri

Area: Marketing

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Abstract:

Marketing interventions usually affect multiple outcomes of interest. However, finding an intervention that improves all desired outcomes is often rare, creating a trade-off for managers and decision-makers. In this paper, we develop a multi-objective personalization framework that identifies personalized policies to balance multiple objectives at the individual level. We apply our framework to a canonical example of multi-objective conflict between sponsored and organic content consumption outcomes. Partnering with vdo.ai, we conduct a field experiment and randomly assign users to the Skippable/Long and Non-Skippable/Short versions of the same ad. We document substantial substitution between sponsored and organic content consumption: the version that increases sponsored consumption reduces organic consumption. We find that multi-objective personalized policies can significantly improve both sponsored and organic consumption outcomes over single-objective policies. We show that compared to a single-objective policy optimized for organic consumption, there exists a multi-objective policy that increases sponsored consumption by 61% at the expense of only a 4% decrease in organic consumption. Similarly, compared to the single-objective policy optimized for sponsored consumption, there is a multi-objective policy that increases organic consumption by 53% while decreasing sponsored consumption by just 15%.

Speaker Profile:



Dr. Anuj Kapoor is an Assistant Professor of Marketing at the Robert J. Trulaske, Sr. College of Business. Anuj's research focuses on the digital economy, particularly the impact of AI on consumers and society, internet media, digital products and platforms, and video advertising.

He holds a doctorate in Business Administration from the University of Utah. Before joining Missouri, Dr. Kapoor was a faculty member at the Indian Institute of Management, Ahmedabad. He received the Marti Mannariah Gurunath Outstanding Teacher Award, a school-wide recognition for teaching excellence in IIM Ahmedabad's flagship PGP program, in 2022 (nominated by MBA students and awarded to only one instructor annually).

Dr. Kapoor's past consulting and executive education clients include Berger Paints, TATA Finance, Bureau of Indian Standards, Larsen & Toubro, Tata AIA Life Insurance, Daily

Rounds, HMEL, YPO, Aavas Financiers, IEEMA, Panasonic, Mercedes Benz Partners and Managers, Tata Motors, HDFC Life, and Max Health.

Webpage Link: <https://business.missouri.edu/departments-faculty/people-directory/anuj-kapoor>